

# PRINTERS' INK

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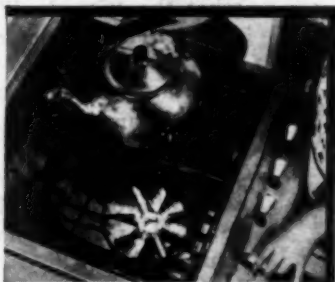
NEW YORK, OCTOBER 16, 1930

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## COUNTRY \* kitchens

CITY KITCHENS have always looked to the country for gastronomic inspiration — fresh eggs, milk, garden produce, chickens, fruits and berries.

In return the country kitchen has asked for city conveniences — modern plumbing, electric refrigeration, and the gas range. The plumbing has been easy. Wires, easily strung on roadside poles, have projected the power station miles from its foundations. But gas—that is different. One can't stretch gas mains out indefinitely.



### ARE GOING "CITY"

Eight years ago Carbide and Carbon Chemicals Corporation—a unit of Union Carbide and Carbon Corporation—made an experiment.

Largest manufacturers of commercial gases—they said: "If the gas companies can't extend their mains to the country let's cut the gas main into sections and ship it by train and truck." And they did.

Pyrofax is the result. Pure natural gas condensed in steel cylinders. Enough in a cylinder to last the average family three to four months. A neat attachment, valves, pipes, etc., take it right into the kitchen and to a modern gas stove.

A non-interruptable distributing system, an enthusiastic sales organization and convincing advertising have done the rest. From a local experiment, Pyrofax has grown to be a great national success.

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## Consumers Must Purchase Or Dealers Won't Repeat

- ✓ ✓ In dealer distributed merchandise it is what you do for your dealer in his territory that counts.
- ✓ ✓ You will find him more friendly when you promise him "Standard" schedules. He knows what the "Standard" paper in his community means to his customers.
- ✓ ✓ "Standard" papers create consumer acceptance and demand.
- ✓ ✓ Your dealer knows his territory and the value of every available advertising medium. Ask him. He plays no favorites. He wants to sell your goods.

### *The* **STANDARD FARM PAPER UNIT**



**Eight papers reaching 2,350,000 farm homes**

#### **ONE ORDER : ONE BILLING**

#### **THE STANDARD FARM PAPER UNIT**

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers  
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CHICAGO—C. L. Burlingham, Western Manager, Daily News Building  
SAN FRANCISCO—917 Hearst Building

**AGROPOLIS—PROSPEROUS AGRICULTURAL AMERICA**

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLIII

NEW YORK, OCTOBER 16, 1930

No. 3

## Who Should Own the Salesman's Car?

And How Shall the Operating Expenses Be Handled?

By B. R. Canfield

Consulting Sales Executive and Instructor, Sales Management, Babson Institute

WITH a growing demand for more calls, closer contact, better service and complete coverage of sales territories, more consideration is being given by sales executives to the problem of equipping salesmen with automobiles.

Although the economy and desirability of salesmen traveling by automobile is conceded by many sales executives, the use of automobiles by salesmen is so comparatively new that there is a wide difference of opinion as to the best methods of operating salesmen's cars.

Typical of the salesmen's automobile operating problems confronting sales executives is the following case of a large New England manufacturer of industrial products. These products are nationally distributed by a sales organization of sixty men traveling from branch offices and factories located in nineteen of the principal cities of the country.

Until eight years ago this company owned practically all the automobiles used by its salesmen. The company paid the expenses of operating these cars, such as gasoline, oil, tires, garage bills, reason-

able repairs, insurance, etc. This proved to be an item of very considerable expense and this method was discontinued. The cars at that time were sold to the various sales-

men at their depreciated value on the books of the company. In all cases this met with the hearty approval of the salesmen.

Expenses for operating these cars were then allowed the salesmen on the basis of 10 cents per mile of business travel. Careful investigation during the next four or five years showed, owing to improvements in cars and of fuel, that cars could be operated at an expense not exceeding 8 cents per

mile. Therefore, about three years ago the rate of 8 cents per mile was put into effect. None of the moves made in connection with this item of traveling expense met with opposition from the salesmen.

The company does not specify or recommend the types of machines that salesmen now buy. They may buy any type of car from roadster to limousine and any make, regardless of price. The cars actually owned and operated by the salesmen today range from

**WHO** should own the salesman's car — company or salesman?

*How shall the salesman be compensated for the expense of operating his car?*

*These questions, and related ones, are answered in this article out of the experiences of the following:*

**B. F. Goodrich Rubber Co., General Foods Sales Co., Pillsbury Flour Mills Co., Butler Manufacturing Co., Spencer Heater Co., Graybar Electric Co., India Tire & Rubber Co., Boston Woven Hose & Rubber Co., Mead Johnson & Co., Nunn, Bush & Welden Shoe Co., and L. H. Gilmer Co.**

business men's coupes to five-passenger sedans up to the \$2,500 price class.

The mileage traveled by automobile is turned in as an item of expense on the salesman's weekly expense report and he receives a check in return based on the 8 cents per mile allowance.

Now the company is confronted with the problem of whether it would be more profitable to return to its original plan and own the salesmen's automobiles or continue the present practice of the salesmen owning their own cars. Also it does not believe its present method of handling operating expenses is the most equitable and economical for both company and salesmen. Consideration of this problem by the sales executives of some widely known organizations whose salesmen travel by automobile shows a wide difference of opinion on the best answer to this common problem.

#### ***Should Company or Salesman Own the Automobile?***

The question of whether the company or the salesman should own the salesman's automobile creates an almost equal division of opinion on this important subject. Numerous methods of purchasing and owning cars have been tried but none has been universally adopted. Some organizations buy and maintain full control of their salesmen's automobiles; while others require the salesman to buy his car on his own resources or through a financing arrangement with the company. Sometimes the salesman is advanced sufficient to cover the down payment which is later deducted from his compensation.

The importance of this problem is emphasized by G. S. Earseman, manager of sales personnel of the B. F. Goodrich Rubber Company: "To purchase, maintain in repair and replace, when necessary, a fleet of salesmen's automobiles is a real financial burden, whether it is assumed by the company or passed on to the individual salesman. The relative ability of the company or the salesman to assume this load should be the deciding factor on this question. It does not seem wise to require a sales-

man earning from \$2,500 to \$5,000 a year to keep one-fourth of this amount tied up in equipment which will be worn out in his company's service and which is so subject to depreciation in use or to the hazard of accident as an automobile."

Advocates of company ownership of salesmen's cars cite the following advantages of this method: More convenient, greater economy, gives better control, makes for ease in hiring salesmen, gives supervision of insurance and liability, equipment kept in better condition, eliminates problem of allowances, insures uniform appearance of cars, eliminates difficulties when salesmen resign, insures equipment best suited to the business, relieves salesmen of responsibility, does not take capital of salesmen, provides for maintenance.

The following sales executives who favor company ownership of sales cars emphasize the economy and control of operation possible with company cars.

C. L. Jones, in charge of the 250 salesmen's passenger cars owned by the General Foods Sales Company, says: "A few years ago when there were many small fleets of cars, opinion on the question of who should own the salesman's car was about equally divided, but with the increase in such cars and the need for better control over larger fleets there has been a decided change in favor of the company-owned car. This has been our policy since we first used automobiles seventeen years ago."

C. V. Wells, in charge of salesmen's cars owned by the Pillsbury Four Mills Company, says: "With proper supervision, use of company-owned equipment should make a very substantial saving."

Wm. A. Knapp, vice-president and sales manager of the Butler Manufacturing Company, Kansas City, Mo., maker of steel products, says: "For many years we permitted our salesmen to operate their own cars and paid them a flat rate for the use of such cars. Two years ago we discovered our allowance was too high and we decided to furnish low-priced cars to our salesmen. We believe that each of our salesmen at the pres-

## "FOR THEY CAN HEAR THE WHISPERING LIPS"



"SEE if you can find Rangoon, Dick. I always liked the sound of that name."

Here are Pete and Dick and Tom again, chasing goat feathers . . . day-dreaming all over the map. Within them burns a restless fever. Their common itch cannot be cured by scratching; it's the irresistible itch to be footloose.

Maybe one of them will break away some day; maybe two; possibly all three. If the wish were father to the deed, they'd be on their way tomorrow. "For they can hear the whispering lips that fly before the outbound ships." . . .

Here is fruitful soil for news of places to go and means of getting there. Travel services,

steamship lines, air-lines and railroads will do well to register with forceful impact the things they have to offer these world-eager youngsters. Competition for their favor will be keen shortly . . . the voices of far places will call them from many directions. And most of them can't go every place.

Of the 700,000 chaps who read **THE AMERICAN BOY**, 85% are of high-school age or older. Man-sized; modern-minded. Tell your story in their own magazine. January forms close November 10th.

The **YOUTH'S COMPANION** combined with **American Boy** Founded 1827  
Detroit Michigan

ent time who is using company cars is more than satisfied with the arrangement."

F. W. Ernest, assistant treasurer of the Spencer Heater Company, Williamsport, Pa., believes in company-owned cars for salesmen. He says: "Up to three years ago, we paid our salesmen for the operation of their cars. But we have discovered that it is cheaper for us to operate our own cars than to pay our salesmen for their own. On the old basis, when a car needed repairs or tires, the salesman had not saved to meet these expenses and was handicapped to meet them."

"We buy and operate our own cars," says the Procter and Gamble Distributing Company, "because we can do so more cheaply and with less trouble than by making allowances to salesmen for operating their own cars."

#### ***Salesmen Should Own Cars, Say These Executives***

Those opposed to company ownership of cars give the following reasons why the salesmen should own their own cars: Salesmen care better for own cars, salesmen better satisfied with own cars, relieves company of investment, eliminates contention caused by using company cars for personal purposes.

"We believe the salesman should own his own car," says Leo M. Dunn, vice-president of the Graybar Electric Company. "We have found that he is more interested in its care and maintenance and he feels at liberty to use it on personal business or pleasure trips."

"After many experiments with different methods, we have decided that salesmen-owned cars is the best," says H. S. Fowkes, of the India Tire and Rubber Company.

"We believe the most satisfactory and economical method both from the standpoint of the salesman and of the company is to permit the salesman to purchase and own such make and model of car as best suits his individual preference and needs," says E. C. Drowne, of the Boston Woven Hose & Rubber Company.

"All of our salesmen have to furnish their own cars and we

make no investment whatever," says the sales manager of a large manufacturer. "As a result, the men are buying a car of their choice, one in which they have the utmost confidence or perhaps know more about, and how to handle and operate on the lowest possible basis."

In contrast to the company ownership method and salesman ownership is the joint-ownership plan by which company and salesman jointly participate in the ownership of the salesman's car. Typical of joint-ownership plans is that operated by Mead Johnson & Company, Evansville, Ind. W. N. Larson, sales manager of the company, after trial of other methods, describes its present co-operative plan as follows:

"Each representative buys and owns his own car, but when purchasing, one-third of its cost is advanced to him by the company and charged to his account. A credit of one-twelfth of the advance is given him each month, until the end of the year, when his account is cleared. Then his account continues to be credited at the rate of 25 per cent of the cost of his car for each ensuing year of its ownership. The fund accumulated is available to the salesman when it becomes necessary for him to buy a new car. On a basis of turning over his car every three years, a representative begins to make something on this plan, beginning with his third car. If he disposes of his car every two years, he does not come out quite so well. We have established a maximum of \$1,600 as the amount of our participation in car ownership by our representatives. All cost of maintenance including insurance is paid by the company."

The comments of these sales managers on the question of whether the company or salesman should own the car indicate the wide difference of opinion on this subject. However, with the increase in size of sales organizations, the greater control being exercised over their activities and the growing use of automobiles in selling, there is undoubtedly a trend to-

*(Continued on page 136)*

## More "Prompt Pay" Ratings in Des Moines Credit Book!



"The credit situation in Des Moines continues to show improvement. Our recent complete revision of the credit ratings on the more than 90,000 individuals has afforded us opportunity to quite accurately determine credit tendencies in Des Moines. In countless numbers of cases individuals who had permitted their accounts to become slow during the years of 1926-1927 and 1928 seemingly have their credit purchases well under control again and are being rated as 'Prompt' in the current year."

CREDIT REFERENCE & REPORTING CO.  
Sept. 10, 1930.

Conditions are favorable in Iowa for intensive sales and advertising effort. The key to the Iowa market is

### *The Des Moines Register and Tribune*

*More than 240,000 Daily Circulation*

Many manufacturers select Des Moines as an ideal "try out" market on new products

# *J. Walter Thompson Company*

Through six strategically located offices in the United States and eighteen offices in other countries which cover Europe, North and South Africa, South America, India, Java, New Zealand and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

*Total population served by these offices is 1,418,000,000*



- 
- NEW YORK · *Graybar Building · 420 Lexington Avenue*  
CHICAGO · *410 North Michigan Avenue*  
BOSTON · *80 Boylston Street*  
CINCINNATI · *Chamber of Commerce Building*  
SAN FRANCISCO · *Russ Building*  
LOS ANGELES · *Petroleum Securities Building*  
★  
MONTREAL · *Dominion Square Building*  
★  
LONDON · *Bush House, Aldwych, W. C. 2*  
PARIS · *12 Boulevard de la Madeleine*  
MADRID · *Plaza del Callao, 4*  
STOCKHOLM · *Kungsgatan 39*  
COPENHAGEN · *Axelborg*  
BERLIN · *Unter den Linden 39*  
ANTWERP · *115 Avenue de France*  
WARSAW · *Czackiego 17*  
★  
ALEXANDRIA · *27 Rue Cherif Pacha*  
PORT ELIZABETH · *South Africa · Netherlands Bank Building*  
★  
BUENOS AIRES · *Argentina · Avenida R. Saenz Pena, 636*  
SAO PAULO · *Brazil · Praça Ramos Azevedo 16*  
★  
BOMBAY · *India · Shaw Wallace Building, Ballard Estate*  
★  
MELBOURNE · *Australia · 145 Collins Street*  
SYDNEY · *Australia · Asbestos House, 65 York Street*  
★  
BATAVIA · *Java · 15 Noordwijk*  
★  
WELLINGTON · *New Zealand*  
★  
LATIN-AMERICAN & FAR EASTERN DIVISION  
*New York Office*
-

# These Collection Letters Are Doing a Man's Job

They Accomplish the Two Essentials—They Get the Money and Keep the Customer

By Maxwell S. Cagan

Advertising Manager, The Accurate Parts Manufacturing Company

A STORY is being told of a credit manager who boasted before a directors' meeting that due to his untiring zeal the company has not lost a single dollar in poor credit risks or bad accounts during that year.

It wasn't long before he was looking for another position. In the opinion of the board, he was "too good" for the job.

It is comparatively simple to go after a past-due account and collect it. A much harder job is to collect the money due, and at the same time, retain the good-will and business of the debtor.

That's where tact, diplomacy, skill, resourcefulness, and a knowledge of human "foibles" count. And that's where the right combination of carefully chosen words intended to awaken a certain emotional response will cause the debtor to pay his debt willingly, smilingly, and at the same time keep on buying.

I am not going to attempt to analyze the psychological reactions of the different classes of buyers, and the possible reasons why certain individuals do not, or cannot pay their bills on time. All I intend doing is to reproduce certain collection letters which have proved highly successful in our own business, letters that bring the money due and retain the customer's good-will and business.

Here's one series of six used by us. They are short, simple, friendly and sincere. They aim to put the reader in a susceptible frame of mind. And, while a certain continuity is not apparent at first glance, the series, if read one after another, will disclose a certain progressive insistence that grows stronger and is climaxed with the last letter.

Letter No. One is a gentle re-

minder. It uses a homely incident to emphasize a certain desired action, and makes it very plain in the last paragraph.

For years I've been in the habit of getting up at 6:45, and it is only on rare occasions that I need a gentle call to be fully awakened.

You have been in the habit of paying your bills promptly, and it is seldom necessary to call your attention to an outstanding bill.

May this letter remind you, therefore, that the amount of \$..... due us since ..... is now past due.

Letter No. Two again employs a certain common incident which is brought "home" to the reader by the highly suggestive action-urging clincher: "We never can tell—you know—a call about you may come in tomorrow. . . ."

"Do they pay promptly?"

It is nothing unusual for us to be called upon, by mail or phone, to tell of our credit experiences with this or that jobber.

In fact these requests come in every day, and we are HONOR-BOUND to give an honest and truthful reply. What should we say when a request comes in asking about you? There's a balance of \$..... due us ever since last .....

Won't you clear it up, please! We never can tell—you know—a call about you may come in tomorrow. . . .

Letter No. Three tries to put the reader in the writer's place. It hints at other "means" but refuses to "voice" them because the reader is fair, square, and reliable. The clincher is another indirect suggestion. It assumes that the reader will take care of the matter at once, and thanks him for it beforehand.

What would you do?

If our positions were reversed, and we owed YOU \$..... ever since last ....., and failed to pay any attention to your repeated and justified requests for



Left—Sewing  
Room in Hansen  
Glove Factory.  
Below—Inspection  
at Hunt-Bush  
& Walden Shoe  
Co.



## A World Leader in Tanneries—

**T**HE world pays \$75,000,000.00 annually for Milwaukee made leather goods—everything from tanned hides to dress gloves. This city not only has the world's largest tanneries but ranks first among all large cities in the production of leather gloves and mittens, second in luggage and third in shoes.

Milwaukee leather workers alone are paid \$17,000,000 of the city's annual \$200,000,000 industrial wage—a wage safeguarded by diversification unequalled in any other city. No one industry controls Milwaukee's income.

Advertising in Milwaukee reaches steady workers with money and reaches them at one low cost through The Journal—the one big market place in this rich sales area.

# THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

Read by More than Four out of Five Milwaukee Families!

payment . . . what would you do?

Yes, we could take the same steps—but—knowing you and your past record with us we'd rather depend upon your fairness and willingness to do the right thing.

Why not tell your bookkeeper to make out a check for \$....., —it is .... months past due—and mail it today?

Thank you.

Letter No. Four tries a different approach. It assumes that the reader has a definite reason for not paying the past-due account and aims to get him to give an explanation.

There must be a reason. . . . It is very seldom that we have to remind one of our customers several times to pay a bill. And when it happens there's usually a definite reason for the delay.

We have written four times to you about the amount of \$..... due us since last ..... But for some unknown-to-us reason you have failed to pay it. Surely there's a reason. . . . Perhaps it is due to some fault of ours. If so, won't you give us the opportunity to rectify it at once? . . .

Letter No. Five has a complex appeal. It is flattering and threatening, friendly and frankly insistent. It sets a definite time for response, yet ties it in with the appeal to the reader's vanity.

I simply hate to do it. . . .

I hate to take the steps that will ultimately result in a forced payment of the bill.

I hate to jeopardize your good standing in the field and your credit rating with other manufacturers.

And what's more I hate to lose my confidence in you, because you have always paid your bills promptly, and I sincerely believe that you will continue to meet all of your obligations in the future.

But the fact remains that you owe us \$..... since last ..... that you have made no attempt to pay nor to explain why, and unless I hear from you by Monday night ..... as much as I hate it, I will be forced to take legal steps. . . .

Please, don't let me lose my confidence in you.

Letter No. Six loses no time in any preambles. It plunges into the subject, and goes right ahead to a strong clincher which urges immediate action.

Only a wire will stop it now. . . .

You haven't paid any attention to our repeated requests for payment, and although we offered you every

co-operation up until last week, you entirely ignored us.

Last week we gave you until Monday night—to pay the \$..... you owe us since .....

Today we placed your account in the hands of our attorneys, and the only way you can stop the sure, swift and costly proceedings of a suit is to wire us—right now. . . .

I don't claim that these letters represent the last word in collection-letter technique. But they are doing a man's job for us, and I feel confident that with slight adaptations they will prove as effective for others.

### "Preferred Quality Magazines," New Group

Effective with their January, 1931, issues, *Atlantic Monthly*, *Harpers Magazine* and *Scribner's Magazine*, heretofore known as *The Quality Three*, together with the new *Current History* magazine, will be sold as a group unit under the name, Preferred Quality Magazines.

*Atlantic Monthly*, *Harpers Magazine* and *Scribner's Magazine* will carry out all existing advertising contracts that were made with *The Quality Three* and no changes have been made in offices or representatives for the new unit, with headquarters at 597 Fifth Avenue, New York.

### G. M. Pearson Elected by "The United States Daily"

Gifford M. Pearson, for the last four years in charge of Western advertising at the Chicago office of *The United States Daily*, Washington, D. C., has been elected vice-president, with headquarters at New York. Before joining that publication he was with the *Wall Street Journal*, *Barrow's, Arts & Decoration*, and the Condé Nast Publications.

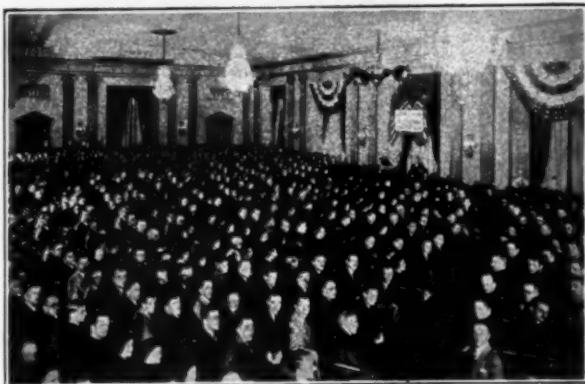
### Mark O'Dea to Start Own Business

Mark O'Dea, for sixteen years with Lord & Thomas and Logan, in Chicago and New York, has resigned as a partner, and on January 1 will establish his own advertising agency in New York under the name of Mark O'Dea and Company.

In the meantime, Mr. and Mrs. O'Dea are going to Japan and China.

### T. L. Chadbourne Made Butterick Director

At the regular monthly meeting of the board of directors, Thomas L. Chadbourne was elected a director of the Butterick Company, New York.



## *Reader interest, plus at this gathering*

THE DETROIT NEWS has always had the greatest home coverage of the Detroit market. This is an indisputable fact willingly admitted even by its competitors. That its reader interest among the business men, advertisers, merchants and jobbers of the community is just as great is evidenced by the attendance of more than a thousand of Detroit's business leaders every Tuesday evening during the last month at a series of business lectures sponsored by The News. Capacity houses made up of buyers, merchandise men, sales managers and advertising men speak volumes for the institutional character of The Detroit News in its community. The News commands respect not only of the vast army of home dwellers in Detroit but also of the more select group of people who influence the sale of your product.

*Concentrate your advertising in The  
Detroit News by use of both weekday  
and Sunday issues and reach 4 out of 5  
homes with commanding space.*

# **The Detroit News**

THE HOME NEWSPAPER

I. A. Klein, Inc., New York

J. E. Lutz, Chicago

Member 100,000 Group of American Cities

# READER

Advertising  
Representatives:

**CHICAGO**  
Home Office  
Daily News Plaza  
Tel. Dearborn 1111

**DETROIT**  
Joseph R. Seolara  
3-241 General  
Motors Bldg.  
Tel. Empire 7810

**SAN FRANCISCO**  
C. Geo. Kregness  
303 Crocker  
1st Nat'l Bank Bldg.  
Tel. Douglas 7882

**NEW YORK**  
John B. Woodward,  
Inc.  
110 E. 42d St.  
Tel. Ashland 2770

**ATLANTA**  
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711-712 Glenn Bldg.  
Tel. Walnut 8802

MEMBER OF THE  
100,000 GROUP  
OF AMERICAN  
CITIES



# THE CHICAGO

Chicago's Home News



# ER S     ♪     ♪     ♪

## of Advertising as well as News

IT IS the experience of The Daily News that there is a definite reader interest in advertising as well as news . . . that the announcements of retail advertisers, especially, have a constant, dependable following among buyers for the home.

In Chicago that reader interest is centered most keenly in The Daily News. For in its columns local advertisers place more of their announcements than in any other Chicago newspaper. They have done so for more than a quarter of a century, placing a still greater proportion in The Daily News this year than in 1929.

In this company, the general advertiser shares a reader audience that is his most valuable asset.

# ODAILY NEWS

Home Newspaper

**THE INDIANAPOLIS NEWS**

September, 1930  
circulation of  
The News ex-  
ceeded that of  
September, 1929  
by a daily aver-  
age of

**6,103**  
copies



*The*  
**INDIANAPOLIS NEWS**  
*sells* **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:  
DAN A. CARROLL  
110 East 42nd St.

Chicago:  
J. E. LUTZ  
Lake Michigan Bldg.

# Increasing the Unit of Sale Pays— If the Package Is Right

Our New Package Helps the Druggist Compete with the Grocer

By T. R. Lockwood

President, Lockwood Brackett Co.

**P**ACKAGING olive oil in metal containers for sale in drug stores is more of a problem than appears on the surface. For not only must such packages be of the larger sizes in order that the druggist may compete in volume with the nearby grocer but they also must be sufficiently refined and attractive for him to display among his finest toilet articles and best looking merchandise.

Our story goes back to the early days when olive oil was handled in drug stores only. But, like spices, it gradually found its way into grocery stores. From stocks as high as \$1,000 to \$2,000, olive oil in the average drug store dropped to \$50 or \$100. Yet it remained, as compared with much other merchandise carried by the druggist, a comparatively large item of

good profit, although it never had been forcefully merchandised.

Because olive oil is one product in our line of Laco toiletries, we never have allowed it to be sold in grocery stores, our sales efforts having gone entirely into keeping it in drug stores where the rest of our merchandise is distributed. Gradually the task of meeting the volume competition of olive oil sold through grocery stores has increased in difficulty.

Two conventional ideas have grown up around this product. One is that the only way to merchandise it is to convey the idea of quality through emphasizing the fact that olive oil is imported. This generally has been done by putting on the container an illustration of foreign atmosphere.

The second convention sub-



*The New Large Size Can (on the left) Not Only Made Larger Sales Possible But Was Better Suited for Display Purposes Than the Old Can—Like the New Can, the New Bottle (Second from the right) Now May Be Placed Alongside the Finest Toiletries*

scribed to by olive oil men, including myself, was that recipe booklets must be printed and distributed freely. While other food items, such as Quaker Oats, for years had with great success been printing recipes right on the container, we clung persistently to the idea that nothing but a separate booklet would do for olive oil.

As a result of clinging to these old ideas, volume sales of olive oil in the drug store did not rise as either we or the dealer would like.

For some time we had been giving thought to this situation. Meanwhile we had done a great deal in repackaging our toilet goods. Castile soap, for example, which started as a square cake without identity, had been carried through many package forms until finally we had evolved a very attractive three-cake container whose display value and eye appeal had increased the druggist's sales greatly. Similarly, we had repackaged powder shampoo, and olive oil shampoo, all such changes convincing us that in new packages lay part of the answer to our olive oil problem. But as a matter of practical merchandising, we had to work slowly and think long about any improvements in olive oil containers because of our industry's conventional attitude.

#### ***Old Bottle Was Difficult to Wrap***

That is, old-fashioned labels could not be changed from the usual foreign atmosphere type to our own modern labels as used on soap because we could not adapt them successfully to the old-type bottle being used. Neither could we off-hand throw out the old-type decanter shape bottle which had been standard so long despite its disadvantages.

This old-type bottle was difficult for the clerk to wrap, and this antagonized him. Too, it was expensive for us to pack and ship. Furthermore, its height was against it when the consumer came to put it into the refrigerator. However, we had had enough experience in making other package changes to appreciate the value of waiting until we were sure of

what we planned. For once, putting out shampoo in decanter shaped bottles similar to those of olive oil, we had found customers complaining about the salads made when shampoo inadvertently was used instead of olive oil.

Because we were not ready to change our bottles, our tin containers for oil also remained conventional in form and unlike in design to the rest of our line until such time as we should determine the best way to revamp all containers.

Recent conditions helped bring about the radical package changes which we announced to the trade August 15 of this year. That is, with most consumers seeking economy, we saw an opportunity to increase olive oil sales for our druggists by providing attractive large size cans for display. Believing that people appreciate that one cause of the high cost of living is distribution of very small sizes, we felt the way was clear to capitalize the economy of bulk purchases. Our plan was to promote gallon cans of olive oil as costing less than, for illustration, eight pint containers.

If we could do this, then volume sales in our druggists' stores would go up.

As a result of experience in gaining display for other of our drug store items through attractive packaging, we sought the most attractive possible container for our gallon units of oil. At hand we had a basic design whose family characteristic we would incorporate in the new can. That at once eliminate a great deal of expense, because in years past we had conducted elaborate tests of this design among consumers and had found it to be most successful. Having once put our money into finding this out, further use of the design was comparatively inexpensive, total cost thus averaging down as we applied the design to such new packages as the one in hand.

In the design which had proved so satisfactory on our castile soap and other products, we had all the foreign atmosphere necessary to

carry on the tradition of the "imported" convention as applied to olive oil. This family design—a Moorish arch with a Castle-in-Spain seal and the words "Imported" and "Spanish"—combined modern package layout with what the trade was accustomed to expect.

Having adapted this family design to the gallon container, we decided to take the radical—for such a product as this—step of putting salad dressing recipes right on the back panel of the package instead of attaching them as a separate booklet. This meant, of course, that we could not use so many recipes. Our selection, therefore was of those which would use oil most speedily. Further, to increase in every way possible the attractiveness of the container as well as to stimulate use of the oil, we illustrated in colors a very delicious looking salad to stand at the head of the recipes. While this may not astonish many manufacturers of food products who have been doing the same thing for years, it was something to impress druggists who so long had been accustomed to only the most conventional packages and labels for olive oil.

Further to carry out modern principles of packaging, we made use of the can's side panels to tell, not only how the oil could be employed in cooking other than as a salad dressing, but also how it could be used for general health purposes, for skin massage and for scalp treatment. Altogether, we made the can carry a full selling story that the consumer might read for himself right on the package.

Although we adapted the design to quart, pint and half-pint tins also, it has been on the gallon cans that we have laid most merchandising stress. For in this size lies a good deal of sales momentum that smaller sizes cannot maintain.

We told our trade in August, through full-page trade advertising, about the model gallon can and the smaller tins. Meanwhile our salesmen had carried the word to

our dealers and had shown them the new packages. Reaction was immediate.

Here were several merchandising factors which druggists could appreciate. First, the can was large enough to compete with grocery store sales. Second, it was designed so attractively that instead of being hidden behind a counter or stuck away on a shelf, it could be placed right up on the counter or prominently in the window along with the best of his toiletries. Third, its size created a moving force that small tins did not have. These tested advantages we told about in a two-page Lacogram letter and in a large eight-color broadside to all retail druggists in the country as well as to our jobbing trade.

#### *New Line Announced in Late Summer*

In making this departure from accepted olive oil packaging, we picked our time. As late summer is a season when jobber and retail inventories ordinarily are low, we announced the new tins for that period. This means that it has not been necessary for us to take back old containers. Another factor comes in here, one which most manufacturers making package changes will find works to their advantage. That is, that many old customers continue to prefer the established package until old stocks are absorbed. We will, despite our desire to use only the new containers, continue to ship the old—though we will not list them—as long as the demand for them remains insistent. This demand will not, we expect, continue for any appreciable time.

Education of the consumer to the new package is being handled through window and counter displays. We wish to sell olive oil only through the drug stores which handle the complete Laco family of toilet goods and so we are providing these outlets alone with window displays of Spanish scenes and varied salads, illustrated in colors against a black background.

These displays we give to dealers on booking orders of specified

amounts, our psychology being to build the importance of these displays so that the dealer will be willing to buy enough of our merchandise to obtain them, instead of our offering a deal whereby we pay for his window. Because the druggist has no fear of finding Laco oil in the nearby grocery store, and because the new tin containers with their displays are decorative no matter where they find themselves among modern toiletries, we find our retailers more than willing to order in large enough quantities to obtain display material.

While we have been revamping our tin containers, our olive oil bottles also have been modernized. These, intended for use in the boudoir as well as in the kitchen, have been given treatment similar to that of the cans, though details are slightly different. From the wine decanter shape they have been modified to conform to our shampoo containers. Of clear glass, with beveled edges, they are slightly taller than the square front shampoo bottles and the bottles for babies' sweet oil.

Their label carries the Laco family design which lends the foreign, yet modern, atmosphere believed necessary for olive oil, and they, like the metal container, carry recipes. These recipes are very conveniently placed on the back of the front label—to show right through the bottle and through the oil. Not only does this arrangement do away with the need for a separate booklet, but it adds to the eye appeal of the honey-colored oil by showing how clear must be any oil through which print can be read.

Convenient and attractive, these new bottles, like the tins, now can be placed right among the finest toiletries and right alongside Laco soaps and shampoos on the finest counter or in the highest grade window. And whether they find their way to the consumer kitchen table or dressing table, they are practical and suitable to their surroundings. Supplementing the tins, which primarily are intended for kitchen use and to compete with grocery store bulk sales, these glass

containers enable the druggist to display olive oil against any background he may desire.

From the reception dealers already have given these new packages, we know that we have taken the right steps at the right time to put such display value into a staple product and that no longer will it be kept out of sight. The power of gallon Laco olive oil tins to dominate their surroundings and to impress on consumers the economy to be found in buying in large, rather than small quantities, convinces us and our trade that it is just as easy—or easier—to make bulk sales as it is to sell small quantities, if the package is right.

### E. T. Howard and Pinsker-Lippmann Agencies Consolidate

The E. T. Howard Company, Inc., and the Pinsker-Lippmann Company, Inc., both New York advertising agencies, have consolidated under the name of the E. T. Howard Company, Inc. The Pinsker-Lippmann company will be continued for the handling of legal advertising. The consolidated company will occupy offices at 6 East 45th Street. E. Byrne Ivy, president of the Howard agency, has been elected chairman of the board of the consolidated company. Dewey Pinsker, president, and Arthur L. Lippmann, vice-president of the Pinsker-Lippmann company, become president and vice-president, respectively, of the new company. B. K. Ury is secretary. G. T. Padrock is treasurer.

### New Accounts to Reimers & Whitehill

The DeHaven Razor Corporation, New York, maker of DeHaven's Syncrokeen self-sharpening razors, and Whitehill Products, Inc., Newburgh, N. Y., manufacturer of duPont table cloths, card table tops, etc., have both appointed Reimers & Whitehill, Inc., New York advertising agency, to direct their advertising accounts.

### W. R. Lightfoot Joins Zinn & Meyer

Warren R. Lightfoot, vice-president of the former Robinson, Lightfoot & Company, Inc., New York advertising agency, has joined Zinn & Meyer, Inc., advertising agency, also of that city, as merchandising and advertising counsel.

### Appoints Edwin Bird Wilson

The Hoffman Specialty Company, Inc., Waterbury, Conn., and Los Angeles, Calif., has appointed Edwin Bird Wilson, Inc., advertising agency, to handle the advertising of the electrical division of its business.

# Facts you **AUTO** know

...about New York's five boroughs...

	Population	Families	% of New York Market	Passenger Cars Registered 1929
Manhattan	1,872,145	435,383	16.5	131,533
Brooklyn	2,604,549	591,943	22.9	193,765
Queens	1,079,357	251,013	9.5	152,549
Bronx	1,266,506	287,842	11.1	69,464
Richmond	159,370	32,524	1.4	23,144
	<u>6,981,927</u>	<u>1,598,705</u>	<u>61.4</u>	<u>570,455</u>

Here are nearly six hundred thousand automobiles that require gasoline and oil, tires and repairs. Automobiles that are constantly being turned in for newer models. Increasing in numbers every single day.

Are you ready to cash in on your share of this automobile business? Or will you watch the parade from the sidelines?

Ask any Boone Man. He will tell you the complete story of the New York Market as it pertains to automotive products . . . that a third of all the English speaking families here who read any evening newspaper read the Evening Journal . . . and its special significance.

## New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION  
 NEW YORK, International Magazine Building . . . ROCHESTER, Temple Building  
 CHICAGO, Hearst Bldg. . . PHILADELPHIA, Fidelity Philadelphia Trust Bldg.  
 DETROIT, General Motors Building . . . BOSTON, 5 Winthrop Square  
 PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third St., San Francisco

# AUTOMOBILES ARE



One thing or another! It seems to depend on so many things for an answer. Yet, if ever a situation called for care in selecting markets, today's national automobile situation does just that thing.

One big executive has seen fit to express his expert opinion in a public statement about the profits which might

---

**NEWSPAPER ADVERTISING B A**

---

accrue from more careful planning.

The Boone Man has been working along that line for lo! these many months, and if you have a problem in Chicago, Omaha, Detroit, Milwaukee, or any of his eleven great markets, you will appreciate his broad-mindedness.



### RODNEY E. BOONE ORGANIZATION

<b>CHICAGO</b> Hearst Bldg.	<b>NEW YORK CITY</b> International Magazine Bldg. 57th Street at 8th Avenue	<b>DETROIT</b> General Motors Bldg.
<b>BOSTON</b> 5 Winthrop Square	<b>PHILADELPHIA</b> Fidelity Philadelphia Trust Bldg.	<b>ROCHESTER, N. Y.</b> Temple Bldg.
New York Journal Boston American Albany Times-Union Rochester Journal Syracuse Journal	<i>Evening</i>  Wisconsin News (Milwaukee)	Chicago American Detroit Times Baltimore News Washington Times Omaha Bee-News
Boston Advertiser Albany Times-Union Rochester American	<i>Sunday</i>  Omaha Bee-News	Detroit Times Baltimore American Syracuse American

**ING BASED ON SERVICE**

**Call the Boone Man  
and ask  
for information  
on the  
Emerson B. Knight Study  
of Detroit and area  
sponsored  
by The Detroit Times.  
Scientific and accurate  
facts based  
on direct consumer  
testimony  
will help you  
realize a greater profit  
in this rich  
market**

**"THE TREND IS TO THE TIMES"**

*Represented Nationally by the RODNEY E. BOONE ORGANIZATION*

# Where to Start—In Advertising

Which Departments Offer the Most to the Beginner in Advertising?

By Aesop Glim

THIS YOUNG MAN .....believing in the importance of a right start, is eager to go to work for an advertising agency at no salary until he has proved himself worthy of one. Twenty-two, college graduate, thorough training in advertising, background of retail sales experience, with character references of the best. Wrote for all college publications. Ambitious to do copy . . . start in anything leading up to it. Box—

*Dear Aesop Glim:* When a classified advertisement such as the one I attach doesn't pull even a single reply what can the trouble be? Or rather where does the trouble lie? Am I to blame? Is my advertisement to blame or don't the agencies appreciate such sterling young men?

In writing the advertisement I felt confident that many an agency would be willing to give me a trial upon the terms I proposed. I thought surely my qualifications would stimulate some sort of response. It's a failure.

I have been trying to make a connection now for over seven months. I feel qualified for agency work. I am willing to eat humble pie . . . that's apparent, isn't it? Yet all I have succeeded in doing is to get my name filed away for indefinite "future references."

What's wrong?

THIS letter with its interesting enclosure reached me week before last, just before the appearance of my diatribe titled, "Breaking into Advertising." The letter suggests the need for amplification of certain points on "breaking in," ahead of any suggestions as to *where to start*.

Your Old Fundamentalist would say that the classified advertisement failed to pull for two good reasons—neither of which has anything to do with business depression. (The Advertising Business is not yet so depressed that it can't afford a beginner.)

The greater reason for the failure of this *Notice to the Advertising World* lies in the following words, ". . . 22 . . . thorough training in advertising, background of retail sales experience . . ." How often has Old Aesop Glim said something to this effect, "When the truth is unbelievable,

it makes weak copy"? I don't doubt that you are 22; I have no reason to doubt your "background of retail sales experience"; but I do question your "thorough training in advertising." The combination of two such assets with the asset of youth is unbelievable, even if true.

The lesser reason for the failure of this advertisement may lie in your willingness to start "at no salary." Few things are worth much more than they cost—either immediately or potentially. If you don't value yourself adequately, why should anyone else value you at all?

Your advertisement showed a combination of arrogance and humility, with the former predominating. Your letter, written at a much later date, shows a predominance of humility. Inasmuch as you obviously haven't died of starvation in the seven months during which you have sought a job, the whole experience may have taught you something you would have to learn sooner or later. Possibly the price is less now.

But neither arrogance nor humility will get you into advertising. The middle ground, something in the nature of quiet self-confidence, will get you in—plus a lot of leg work. Please note: A measure of self-confidence and several measures of leg work. You have simply got to expose yourself in your true light to a number of prospective employers—until one of them grabs you. And I stoutly maintain that that whole disheartening process should not take longer than six weeks.

If you think that an advertisement—for you, a beginner—will bring you invitations, you are asking odds a little too good. Look through any publication you prefer and you will find that 99 per cent of the advertisements describe finished products or semi-finished products—very few raw materials,

if any. Most raw materials are sold by direct contact to the men or firms who can make something out of them. That's what you will have to do—and you will do it just about as soon as you know what it is you have to sell. Study yourself and learn to describe yourself in the light of the standards set up in my preceding article. You are raw material, but you have certain possibilities. What can be made out of you is what you have to sell. The middle course between arrogance and humility is the method of selling it. A lot of leg work is the method of sampling your wares until you find a buyer. Remember that you have an inalienable right to walk into any office and ask to see the personnel or office manager, at his convenience. And remember that every day some one in your same position crashes through. Tomorrow it may be you.

\* \* \*

If you have taken advertising courses or read advertising books, you are not thereby trained in advertising. You have probably learned the names of some departments and functions. You may have grasped some of the principles of copy writing or something else. But don't try to sell that training or study as an entrance asset. Its value will come out after you get your first job. Then if you remember any of your training you may see a chance to apply it.

The trouble may lie in your not knowing what to ask for; which department you ought to ask to start in. If you know what you want, your prospective employer will be all the more likely to consider your application favorably. The best selling today—in any line—is the selling that presents the goods in the light of the buyer's business; in other words, constructive selling from the buyer's point of view.

Most advertising beginners have an idea they want to write copy. And the copy department may be the very place they should be—at some later date. I don't believe it is a good place for a beginner to

start. For most of the *ultimate* jobs, including copy, there are some preliminary steps to be taken as preparatory training.

\* \* \*

This is a good business for office-boy-to-president stories—true stories—for the simple reason that this business needs better-than-average office boys. And better-than-average office boys have a way of growing up; to a point where they are entitled to more pay than office boys should get. And the answer is almost automatically promotion into some other department—at a better salary. Moreover, the office boy in the average agency or advertising department is in a position to see the wheels go round—and to give them a push from time to time. This is not a highly formalized business as yet. If you are a bright office boy you are apt to be consulted by anyone from the president down.

Suddenly you begin to grasp what each department requires. (At which point you may discover that you would much rather be a media or a research specialist than a copy man.) Suddenly you are contributing to the service for some client. Suddenly you have slipped into some other department.

Most agencies have a traffic or production detail department. That is ideal training for the beginner—for almost every other department in the organization. In the traffic department it is your job to keep track of all the work going through the shop—to see that every department is functioning on schedule. You can hardly help getting a close-up of the workings of each department, plus a certain comprehension as to all that goes into the making of an advertisement.

Or you might seek a beginner's job in the mechanical department—which some agencies call the production department. No matter where you end up in this business, you will be dependent on this department. It is important that you understand—from working experience—what this department does, all the many things it does. You may want to stay in this depart-

## We've Coined a New Term

It is "vertical circulation coverage." And it means this: the coverage of a newspaper's circulation as it relates to the classes of people (upper, upper middle, middle, etc.,) in the city where it is published. The basis of classification is, of course, income. For it is income which establishes and regulates the living conditions, buying potential and buying habits of all families.

The importance of a newspaper to advertisers is primarily a matter of circulation volume. And on that premise the Chicago Evening American, now in its tenth year of circulation leadership in Chicago's evening field, can be no less than first choice in any Chicago evening paper schedule. Circulation figures recently supplied to the government for the 9 months ending September 30, 1930, show for the Chicago Evening American a daily circulation average of 531,021 copies—104,072 greater than that of the second Chicago evening paper.

But we have ever with us those who would split circulation hairs, and for them the Chicago Evening American has recently developed incontrovertible proof of its ability to supply, within its great circulation, eminently satisfactory contact with all classes of Chicagoans. If you want to see that proof, the Boone Man has it—ask him!

## CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH  
YEAR of circulation leadership in  
Chicago's evening field

●  
National Representatives: RODNEY E. BOONE ORGANIZATION

ment. There are a number of important and continually interesting executive jobs in this line of advertising work. Or you may move on to another department. But you will always be glad that you went through this department, that you know how to get work into and out of this department. (And those who stay in this department will also be glad that you know something about this work—so you won't ask them to produce four-color plates in twenty-four hours, and a few kindred errors to which copy, art and contact people are somewhat given.)

You might start your advertising career in the filing or checking departments. Everything that passes through your hands has something to do with the firm's success—both its service to clients and its income from clients. If you keep your eyes open, while doing filing or checking work, you will suddenly find that your firm has decided to promote you into some other line of work. You will outgrow filing and checking work—most surely—by learning too much for such jobs.

Some firms use beginners for research work. You can hardly do less than indicate your entire willingness to do such work. It means going out and ringing doorbells, asking questions which will probably seem foolish to you; interviewing dealers and distributors and private individuals. The very fact that most of the questions will seem foolish to you, constitutes my reason for feeling that beginners should not be used for this kind of work. It is vitally important work and should be done by those whose business experience enables them to understand and, if possible, enjoy what they are doing. But, you as a beginner, should indicate your interest in such work, nevertheless.

So—to sum up—when you apply for your first advertising job—you should be applying for work as office boy, or as traffic clerk, or as assistant to anybody in the mechanical department, or as a filing or checking clerk—and maybe as a junior in the research department. And I would say, your first job should be one of these and none other.

You might, through some freak of fortune (ill fortune, if you ask me), be offered a special job as special assistant to some big executive. I would say that you are putting your eggs too completely into one basket, in taking such a job—as a beginner. Unless that executive has sufficient personal interest in you to see—at considerable trouble to himself—that you get a thorough business education, you are apt to be cast off to swim at some future date and find that you haven't more than half of your water-wing equipment with you. You will be doing work, or attempting to do work, for which you are not more than half qualified. You will have spent the years in qualifying, but they will have been lean years as far as knowing the business is concerned.

"Assistant to Mr. —" could represent the wherewithal for a hole-in-one. Theoretically it represents such an opportunity for the beginner. But more frequently, within Old Aesop Glim's observation, it represents a permanent stymie. I advise against taking such a job. You're apt to do too much *executing* and not enough *doing*—and I suspect that nothing is ever learned, *dependably*, except by doing.

### Joins Hearst Newspapers

Eagle Freshwater, recently associate director of Amos Parrish & Company, in charge of sales promotion and merchandising of furniture and home furnishings, has joined the general advertising department of the Hearst Newspaper Organization, as counselor to the retail furniture classification. He was also formerly manager of the merchandising division of the Showers Brothers Company, Bloomington, Ind., and, at one time, was editor of the *Furniture Record*, Grand Rapids, Mich.

### F. M. Legler Joins "True Romances"

Frederic M. Legler, formerly president of the Bond Quotation Service, has joined the New York advertising staff of *True Romances*.

### Appoints R. D. Wily Agency

The Warford Corporation, New York, has appointed R. D. Wily, Inc., Washington, D. C., advertising agency, to direct the advertising of the Warford Super Transmission and Power Take-off Application for Ford trucks.

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# They are both good

- There are two ways of handling your direct-mail advertising. You can prepare it yourself and then send it to us to print, or—
- You can commission us to prepare it, and after you have placed your O.K. upon it, we will print it.
- Our service includes the writing of copy, designing, photography, retouching, engraving, and addressing and mailing, as well as the printing and binding.
- If you care to have the benefit of a new point of view, we will be glad to send a competent man to see you.

## **CHARLES FRANCIS PRESS**

PRINTING CRAFTS BUILDING

**461 EIGHTH AVENUE • NEW YORK**

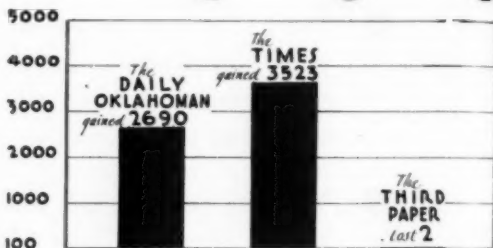
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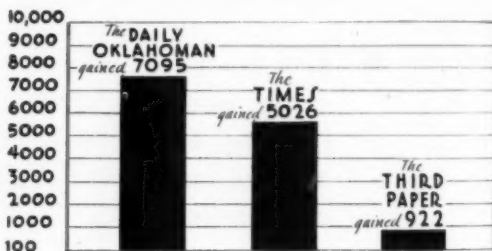
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# The ONLY Newspapers

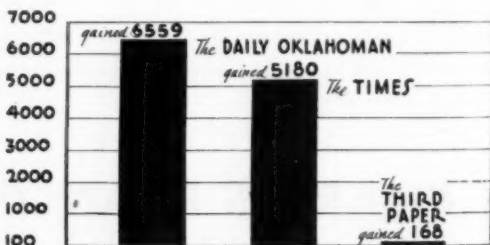
A. B. C. Statements  
March 31, 1929 to Sep-  
tember 30, 1929.



A. B. C. Statements  
September 30, 1929 to  
March 31, 1930.



A. B. C. and Govern-  
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31, 1930 to September  
30, 1930. Figures for  
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E. Katz S

# that reach the NEW . . . Oklahoma City and it's 68-mile Market

Despite the fact that the Oklahoman and Times have less room in which to grow, they have shown a larger gain in city circulation since the discovery of the Oklahoma City oil field than has the other Oklahoma City paper. This gain has been larger both numerically and on a percentage basis. Approximately 20,000 persons, or 4,500 families, have established residence here in that time. The Oklahoman and Times had already given advertisers a 98% city coverage. Copies of the Oklahoman or Times are carrier-delivered to 9 out of every 10 Oklahoma City homes. The new Oklahoma City, the old Oklahoma City and the million-person 68-mile Oklahoma City market can be sold to at one low cost, producing a minimum sales expense per-unit-sold.

## The Six-Months Record (March 31 to September 30, 1930)

The Daily Oklahoman Total Gain . . .	6,559
Gain in City Circulation 4,766	
Oklahoma City Times Total Gain . . .	5,180
Gain in City Circulation 4,411	
Sunday Oklahoman Total Gain . . .	4,375
Gain in City Circulation 3,630	



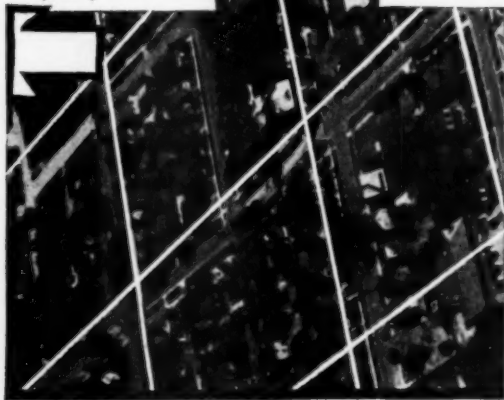
**THE DAILY OKLAHOMAN**  
**OKLAHOMA CITY TIMES**  
THE OKLAHOMA PUBLISHING COMPANY

▲ THE OKLAHOMA FARMER-STOCKMAN ▲

E. Katz, Special Advertising Agency New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

# TEST MARKETS?

Here's one you can check  
with Facts . . .



ONE of America's best "test markets" is Seattle. Typically metropolitan in character . . . yet not expensive to cover . . . Ideally suited to a test of your product's marketing possibilities. The Post-Intelligencer has "cross-hatched" the Seattle Market with a half-million known market facts . . . invaluable in checking your tests against a proven "par." Ask Post-Intelligencer national representatives about the facts and about a test campaign in Seattle.

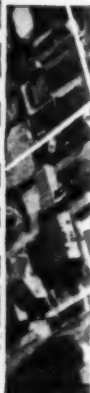
W. W. CHEW  
253 Madison Avenue, New York City  
A. R. BARTLETT  
3-125 General Motors Bldg., Detroit, Mich.

J. D. GALBRAITH  
812 Hearst Building, Chicago, Illinois  
SLAYTON P. LA DUE  
535 Hearst Building, San Francisco, Cal.

## SEATTLE

## POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!



# The Chain Situation Is Analyzed in Various Fields

In This Fourth Article of the Series the Strength of Chain Stores in  
Thirteen Separate Trades Is Considered

By M. M. Zimmerman

**I**N the preceding article, chain facts in the auto accessories and tires, bakery, building materials and lumber, cigar and tobacco, cleaning and dyeing, confectionery, drug store, electrical appliance, florists, five and ten cent variety and furniture fields were discussed to show just how far chain expansion has progressed. The discussion of this phase of the chain-store subject is concluded in the present article.

## *Department Store and Dry Goods*

In this field chains have developed very rapidly during the last ten years, particularly during the stock boom periods from 1926 to 1929, when groups of independents were merged into chains and a number of small chains were consolidated solely for the purpose of selling out to the public.

There are 844 chain department organizations operating 8,777 stores; 366 of these chains operate but three stores each, while 363 chains operate from four to ten stores each. In other words, 729 chain companies, or 86 per cent of the total, may still be classed within the independent classification. Of the remaining 115 chain organizations, seventy-five operate from eleven to twenty-five stores each; twenty-seven chains operate from twenty-six to fifty stores each; eight chains from fifty-one to 100 stores each; two chains operate from 101 to 500 stores each; two chains from 501 to 1,000 stores each, and one chain over 1,000 stores. In this field there are 7,716 of the larger class of independent department stores, and 39,057 independent dry goods and notion stores of the smaller class.

Chains have presented many problems here, not only for the independent in this field, but for the

jobber and the manufacturer as well. The manufacturer suffered because of the chain tactics of buying "to specifications." There has been, however, a complete reorganization in the independent field—new merchandising methods to meet the chain competition have been adopted.

## *Gasoline Filling Stations*

Chain stores or unit gas stations were introduced by the large oil companies in the Standard group long before the independent entered the field. Such companies as the Texas Company, the Gulf Refining and others were quick to see the possibilities in the new development and they built strings of stations. These service stations fitted in admirably with the scheme of distribution. They had bulk storage plants already established. They had tank wagons and trucks delivering their products from these depots to garages, etc., over their marketing area. It was very easy for these trucks and tank wagons to supply their own stations. Consequently the trend in the direction of increasing the number of stations and adding to the services performed at those stations grew from year to year as the number of automobiles increased. The strictly independent retailer of petroleum products came only after the chains had been well established.

There are, according to the last available figures, 808 chain oil companies, operating 71,552 units, which represent 10.3 per cent of the total number of chain companies, and 36 per cent of the total number of units. There are only 157 companies operating three stations each and 380 companies operating from four to ten stations each. In other words, 537 chains,

or 66½ per cent can still be classed as independent distributors. Of the remaining 271 chains, 134 operate from eleven to twenty-five stations each; twenty-seven companies operate from fifty-one to 100 stations each; thirty-four companies operate from 101 to 500 stations each; twelve companies operate from 501 to 1,000 stations each, and six companies operate over 1,000 stations each. There are some 62,667 independent retailers operating gas stations, although it is stated there are over 300,000 outlets where gasoline and oil may be purchased. The trend is toward control of the entire field by the large companies.

#### *General Merchandise*

General stores as a rule, are located in the sparsely settled rural districts where chain operating cannot be profitable. There are 305 chains with a total of 1,905 units. One hundred and thirty-seven chains operate three stores each and 133 chains operate from four to ten stores each. Of the remaining thirty-five chain companies, twenty-nine operate from eleven to twenty-five stores each; five chains from twenty-six to fifty stores each, and one chain more than fifty-one and less than 100 stores. There are 131,732 independent general stores. Successful chain merchandising depends on concentration of stock items and rapid turnover, and the general store carries complete varied stock, from groceries, drugs, hardware to dry goods. Therefore it is unlikely that the general merchants will feel the chain competition. The only competition now comes from the mail-order chains, which have developed a type of store patterned along the general store.

#### *Groceries*

In the grocery field the chain store made its greatest progress and development, and has given the independent his greatest and most difficult fight for existence, due mainly to the fact that the independent for a long time refused to recognize the economic principles of retailing the chain introduced, and would not adjust himself to

the newer trends in merchandising.

According to the last available figures, there are 995 chain-store companies, which is 12.7 per cent of the total number of chains in the country, operating 62,725 stores, or 31.6 per cent of the total number of store units in all the chain fields. There are 288 chains operating only three stores each, and 367 chains operating from four to ten stores each. In other words, 655 chains, or approximately 68 per cent of the total, may be considered as independent operators and not as national chains. Of the remaining 32 per cent, 128 chains operate from eleven to twenty-five stores each; ninety-five chains operate from twenty-six to fifty stores each; fifty-four chains from fifty-one to 100 stores each; forty-four chains from 101 to 500 stores each; ten chains from 501 to 1,000 stores each, and nine chains operate over 1,000 stores each. There are approximately 285,000 independent grocers, of whom more than 60,000 are members of voluntary organizations.

Most of the problems that have been developed from chain-store operation have originated in the grocery field and it is natural that this field should receive the greatest amount of attention when chains are discussed. The chain store will not find it so easy in the future to continue its expansion program. It will be compelled to change some of its methods to meet the independent, who possesses a distinct advantage of personal contact with the consumer that the chain can never hope to acquire through its delegated authority to hired help operation.

#### *Hardware*

The hardware business does not lend itself readily to the methods of chain-store operation, and consequently the chain has made but slight inroads on the independent dealer. Mail-order houses have disturbed the independent more than have the regular chain hardware stores. There are but 187 chains operating 913 stores. Of the total, eighty-five chains operate only three stores each, while ninety-six chains operate from four to

# ONLY

**TRUE STORY** and two other women's publications show lineage gains in October. True Story gained 25 pages of advertising whereas the other two publications gained 10 and 4 pages respectively.

This is real recognition of the market of young Wage Earner housewives reached only thru True Story—a market which is producing tangible results for national advertisers.

Magazine	Advertising Pages in 1929	Advertising Pages in 1930
True Story . . . . .	75	100 (25 page gain)
Delineator . . . . .	58	68 (10 page gain)
Woman's Home Companion	101	105 (4 page gain)
Good Housekeeping . . .	221	189
Ladies' Home Journal . .	163	128
McCall's . . . . .	88	81
Pictorial Review . . . .	72	69

SOURCE

- - -

PRINTERS' INK WEEKLY

ten stores each. Of the remaining, four chains operate from eleven to twenty-five units each and two chains from twenty-six to fifty units each. There are some 37,451 independent dealers. Hardware chain merchandising is extremely limited, because the business is highly specialized, requiring a knowledge of machinery and tools, and also carrying a large stock, which is contrary to chain merchandising. Independent hardware merchants are learning to meet the competition of the popular priced hardware merchandise.

### *Jewelry*

Chain stores in the jewelry field have likewise not created any problem for the independent retailer, as the facts demonstrate. There are only fifty-six chains operating 2,325 stores. Of these fifty-six chains, twenty-five operate only three stores each, while twenty-three chains operate from four to ten stores each. There are approximately 22,879 independent jewelry stores. The problem of the independent is not in meeting chain competition, but in meeting the competition of the credit or instalment jeweler. This is particularly true in regard to nationally advertised goods. The credit jeweler is able to feature his goods at regular prices with a modest down payment, thus leaving the cash jeweler who doesn't wish to cut prices in a rather uncomfortable position.

### *Meat Markets*

The meat market, while closely allied to the grocery field, has experienced but limited chain expansion. There are but 407 chains, operating 2,461 stores. Of the total, 227 chains operate only three stores each, and 146 chains from four to ten stores each. Ninety per cent can still be classed as under independent influence. Of the remaining 10 per cent, thirty chains operate from eleven to twenty-five stores each; one chain from twenty-six to fifty stores each, and three chains from fifty-one to 100 stores each. There are approximately 66,875 independent retail meat markets.

In recent years some of the large chains have added meat departments and are attempting to merchandise meat in the same manner as their regular lines of groceries. The efficient retail dealer encounters no difficulty meeting the competition, as already has been demonstrated in his ability to excel in the merchandising of frozen package meats.

### *Men's Furnishings and Clothing*

The chain-store problem seems to be solving itself in the clothing and furnishings field, by the chains reducing themselves chiefly to a group of low-priced merchandise stores. There are 121 haberdashery chains operating 793 stores. Fifty-six chains operate only three stores each, while fifty-two chains operate from four to ten stores each. In other words, 90 per cent may be still considered independents. Of the remaining 10 per cent, ten chains operate from eleven to twenty-five stores; one chain between twenty-six and fifty; and two chains from fifty-one to 100. In the men's clothing field there are 387 chains, operating 3,575 stores; 145 chains operate only three stores each; 157 chains operate from four to ten stores each—80 per cent may be listed as independent retailers. Of the remaining 20 per cent, fifty-three chains operate from eleven to twenty-five stores each; twenty-six chains from twenty-six to fifty stores each, and six chains from fifty-one to 100 stores each. There are more than 35,832 men's clothing and furnishings stores. With more than 80 per cent of the retail stores in the hands of independents, the industry as a whole has been affected but little. In many instances chain competition has been a stimulant and has quickened the tempo of the trade throughout.

### *Millinery*

According to the number of chains listed, it does not appear that chain expansion has made considerable headway in this field. Yet the chain has presented a number of problems, based mostly on price cutting. There are 121 chains



TRUE STORY  
announces the  
appointment of  
James L. Mitchell  
as Western Ad-  
vertising Man-  
ager with offices  
in Chicago at 333  
North Michigan  
Avenue . . . . .

---

## The **Bass** and the MINNOW!

**A** LARGE and rambunctious bass went to live in an aquarium. In the tank next door, separated only by a partition of clear glass, were some small, fat, appetizing minnows.

The bass made a lunge at the minnows, and bumped his nose severely against the clear glass. Several times a day thereafter, whenever his appetite for minnows grew strong, he bumped his nose again and again. Then he stopped. Even a fish is no fool.



But one day the clear glass partition was gradually removed. The wise bass, however, remembering his bumped nose, made no attempt to taste a minnow.

People are like bass. The recent depression stood like a glass partition between them and prosperity. After a few feeble efforts to break through the partition, they take for granted that the barrier is permanent.



This great country of ours has gone through dozens of off years and emerged each time richer and stronger than before. Watch history repeat itself!

Old clothes, old shoes, old furniture, old houses and old cars won't last forever, and must be replaced. There are 2,593,000 people in Brooklyn who need and are going to buy things this fall.

Money is plentiful and cheap. The savings banks of Brooklyn have deposits exceeding a thousand million dollars—more money and more depositors than they had at this time last year.



The Namm store is ready for the biggest fall business in its history. More space, wider assortments and lower prices than ever before. Come on in—the water's fine.



*Published by the*  
**NAMM Store**  
*of Brooklyn, in The News.*  
*Reproduced by permission.*

We can add little to this message from Namm's. Any poor fish can see the point!

## THE NEWS

***New York's Picture Newspaper***

220 EAST 42nd STREET, NEW YORK

Tribune Tower, Chicago † Kohl Bldg., San Francisco

## Are You Prejudiced Regarding Russia?

David Lawrence raises this question in the October ROTARIAN. To quote —

"There are 150 millions of people in Russia doing something every day. There is a system of government over there which we may dislike and which we may consider as hostile to our own system of government. Is it wise for us to pay no attention to what is going on — "

October lineage is over 40% ahead of last October. Editorial structure, and consequent reader interest, is the basis of all such lineage increases.

operating 793 stores, of which fifty chains operate only three stores each and forty-two companies operate from four to ten stores each. Of the remaining thirty chains, fifteen operate from eleven to twenty-five stores each; seven from twenty-six to fifty stores each; seven operate from fifty-one to 100 stores each, and one chain operates between 100 and 500 stores. Besides, there are syndicates that lease departments in stores on a percentage basis. Price cutting is the important merchandising feature resorted to. This type of merchandising has had no effect on the better class shop, but the jobber has felt its effects. It compelled the independent to join syndicate buying groups and thereby eliminated him from the picture.

Since "style" is the factor here, chains do not enjoy any advantage over the independent. They cannot compete with the better class store.

#### **Radios**

Chains in this field have also made only limited progress because the general system of distributing radios is confined to the distributor, who is controlled by the manufacturer. Discounts are more or less standard, depending solely on volume. Any dealer who has an outlet for \$50,000 of radios, can enjoy the buying discounts of the largest chains. There are eighty-two chains, operating 544 stores, of which forty-five chains operate three stores each, while twenty-nine chains operate from four to ten stores each. It is apparent then that the greater number are still independent merchants. Of the remaining eight chains, five operate from eleven to twenty-five stores each; two chains operate from twenty-six to fifty stores each, and only one chain operates from fifty-one to 100 units. The mail-order houses here are the real competitors.

#### **Paint and Wallpaper**

There are but thirty-two chains operating 311 stores. Fifteen chains have three stores each and thirteen chains operate from four to ten

stores each. In other words, twenty-eight chains of the thirty-two may be classed as independents. Of the remaining three chains, two operate from eleven to twenty-five stores each and only one from twenty-six to fifty stores. Thus far the chains have been of minor importance in the trade and have not cut prices to any extent. The price cutting has come mostly from the mail-order houses, whose competition has been noticed. The other competition comes from the five and ten cent stores. The products they sell are usually under their own brand or brands put up for them. They sell exceedingly small packages—too small in fact to be of general use—but they do cut in on the independent's consumer business.

#### **Sporting Goods**

There has been no expansion of chains in the sporting goods field worth noting. All told, there are but twelve chains operating 126 stores, seven of which operate only three stores each, while three operate from four to ten stores each. Only one chain operates between eleven and twenty-five stores. Again, the only disturbance noted so far has been from the mail-order houses, and the complaint against them is price cutting. Some of the large manufacturers in this field are adopting a policy of confining their distribution through the legitimate jobber retail channels, while some retailers refuse to carry the lines of manufacturers who sell the chains.

#### **Shoes**

Chains have made considerable progress in the shoe field. There are 405 chains operating 6,557 stores, of which 112 operate only three stores each, while 206 chains operate from four to ten stores each. Approximately 78 per cent may still be placed in the independent classification. Of the remaining 22 per cent, fifty-two chains operate from eleven to twenty-five stores each; sixteen chains operate from twenty-six to fifty stores each; ten chains operate from fifty-one to 100 stores each, and nine chains operate from

101 to 500 stores each. The chain raised havoc with the independent merchants primarily because the average chain has engaged in the sale of low-priced merchandise, sold at a close margin of profit, depending upon discounts and turn-over for profit. The chains developed a theory of merchandising which brought about tremendous acceptance by the public, on a class of shoe based only on price. This type of competition was demoralizing both to the manufacturer and the independent retailer, and for quite a period of time they were at a loss to know how to meet the situation.

Then many independents were able to get a line of shoes of quality comparable to the lowest chain prices, which they could offer at retail price near what the chains were asking. A few manufacturers who were keen to sense the situation of the independent retailer, readjusted their production to take care of his competitive needs. This development has contributed substantially to enable the independent retailer to hold his own in competition with the chain.

There are other factors now in favor of the independent. There are many chains in the shoe field that are competing with one another, largely on the basis of price. First, it was the \$6 shoe which was a favorite price for women's shoes. Now a competing chain organization is offering a \$5 shoe and other organizations, following the trend, are selling shoes for \$4.85 and \$4.50.

\* \* \*

This completes the analysis of the chain situation in the more important fields. The facts indicate that chain expansion has not been too rapid, although the chains made great progress and reached their greatest heights in the last ten years. The analysis shows that 80 per cent of the chains, so-called, are still within the sphere of independent influence. Another fact worth noting is that in most fields there are but one or two outstanding chains that can be considered national in scope—such as A & P, Woolworth, Penney, Mel-

ville Shoe, United Cigars, Sears, Roebuck, Montgomery Ward, etc. There are other large chains, especially in the grocery field, such as H. G. Bohack, Thos. Roulston, James Butler and Gristede Bros., in New York, that confine their operations within a metropolitan area and that do a greater volume of business than many chains in other fields that are national in scope and operation.

Attention is also directed to the spreading influence of the mail-order chains and their effect on a number of the retail fields. Montgomery Ward with its 562 stores and Sears, Roebuck with its 325 stores embrace a nation-wide plan of distribution. With the wide variety of lines they carry, it is only reasonable to expect that these chains have disturbed the retail channels. Sears, Roebuck & Co. have divided their stores into three classes of A, B and C stores. The A stores are primarily sizable department stores, doing from a \$2,000,000 to \$10,000,000 annual volume. The B stores are the smaller stores, which might be classed as the household utility stores. Some of them also carry textile lines. The C stores are essentially tire and auto accessory stores with electric appliances, washing machines and other items, according to the demand in the locality where they operate.

It is too early to make any predictions on the success or failure of the mail-order chain program. The present decline in sales is no criterion for the future.

In the next article of the series the methods employed by manufacturers and others to assist the independents against chain competition will be outlined.

### New Accounts to Gale & Pietsch

The Twistum Toy Factory, New York and San Francisco, manufacturer of animal toys, has placed its advertising account with the New York office of Gale & Pietsch, Inc., Chicago advertising agency.

The Doo-Tee Sales Agency, New York, distributor of nursery equipment, has also appointed the New York office of Gale & Pietsch to direct its advertising. Magazines will be used on both accounts.

ADVERTISING histories now being written very clearly show that as usual those who *ask* shall *receive*, and that "those who seek shall find."

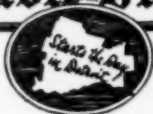
THIS is convincingly illustrated, as an instance in Detroit, by the experience of the Whittier, one of Detroit's great residential hotels.

SINCE September 1st, the Whittier has been consistently using space in the columns of The Free Press calling attention to its apartments.

JUST what has happened is explained by Mr. John F. Conroy, Managing Director of the Whittier when he says: "our September advertising campaign this year has proved more productive in actual results than any of our campaigns for the past two years." Which, as you will agree is saying a great deal in this much-discussed year of 1930.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# Price Advertiser Takes Offensive Against Bargain Advertising

A. S. Beck, Shoe Retailer with Ninety-five Stores, Strikes Back at Competitors' Advertising

**B**ARGAINS! Bargains! More bargains! Something for nothing or almost nothing. Forty dollar value for \$5. Why pay \$12 when we have it for \$3?

This happens to be a period of price wars, large and small. Retailers have become convinced that the public is interested largely in price—and they play the price organ with all the stops wide open. The result, obviously, is bound to be a great deal of exaggerated advertising that promises more than the advertisers can deliver.

As a usual thing the quality retailer, the man with the high prices, is the individual who is most damaged, who has the most right to complain. It is surprising and significant, therefore, to find A. S. Beck, with ninety-five \$5 shoe stores throughout the East and Middle West, taking the offensive against the claims of competitors who say they offer \$12 and \$10 value for \$5 or \$6. This movement by Beck shows a keen appreciation of the fact that exaggerated advertising is unsound advertising and that it affects an entire industry rather than a few individuals in the industry.

Last week in newspapers in several large Eastern cities Beck published the advertisement reproduced on this page. It is a definite drive by an advertiser, who has always featured low prices, against low-price competitors who are making exaggerated claims. Beck is not

Hanan, Frank, Nettleton—but realizes that such exaggerations as are featured in the advertisements tend to work more harm for the retailer

of low-price shoes than for the retailer of expensive merchandise. The reason is obvious. Public confidence is shaken by advertising which can't be believed and can't deliver what it claims it can.

Perhaps the most interesting paragraph in the entire Beck advertisement is this:

We don't pretend to have a monopoly on all the merchandising brains in the country. Nor do we claim that we can sell shoes at half the price that others charge. We simply say this:

A. S. Beck leathers are better—A. S. Beck styles are smarter—A. S. Beck workmanship is finer than you would expect to find in shoes priced at only \$5. Any shoe expert will admit this.

That, evidently, is Beck's idea of the kind of statements that are warranted by facts. Certainly

such statements are a welcome and convincing relief from the more exaggerated and less believable statements of some of its competitors.

It will be interesting to see if other price advertisers in other industries will follow Beck's lead in the war on exaggeration. The situation is particularly acute at present and the field is wide open for this new form of competitive advertising. It will also be of interest to watch consumer reactions to the Beck blast against exaggerated claims.

**A STATEMENT BY A. S. BECK**  
concerning

## Exaggerations in Shoe Advertising

"What an awful lot of money is being made by the shoe industry in the United States!"

"This is the only way of showing where money is made in the shoe industry. It is a matter of fact that the shoe industry is the most profitable in the United States."

"We don't pretend to have a monopoly on all the merchandising brains in the country. Nor do we claim that we can sell shoes at half the price that others charge. We simply say this: A. S. Beck leathers are better—A. S. Beck styles are smarter—A. S. Beck workmanship is finer than you would expect to find in shoes priced at only \$5. Any shoe expert will admit this."

**A. S. BECK**  
SHOES FOR MEN & WOMEN  
\$5  
THEY ARE BETTER THAN ANY OTHERS AT THIS PRICE

Will Other Price Advertisers Follow A. S. Beck's Lead?

# We May Have No Bananas, but-

109,609 carloads of Florida agricultural products in 1929 is even LESS than every conservative estimate for the 1930 season.

Much money now becomes available in the all-Florida and South Georgia area so covered by "Florida's Foremost Newspaper."

**Car Lot Shipments Reported.**  
Special to Times-Union.  
WASHINGTON, Sept. 27.—The market news service of the United States Department of Agriculture has just completed a statistical report on car lot shipments of fruits and vegetables from Florida during the year 1929, as follows:

Grapefruit,	30,872;	oranges,	29,447;
mixed citrus,	9530;	grapes,	19;
6; strawberries,	1739;	string beans,	4158;
cabbage,	3178;	cantaloupes,	7;
melons,	10,479;	carrots,	8;
26; celery,	8932;	cucumbers,	2271;
plant,	226;	lettuce,	935;
tables,	2973;	onions,	4;
peppers,	1971;	sweet potatoes,	111;
3. potatoes,	5968;	tomatoes,	7593;
		turnips	

## The Florida Times-Union

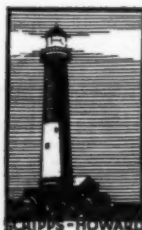
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.  
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco  
Member of the 100,000 Group of American Cities

# Concentrate TRUE Cleveland

**N**OW, more than ever, it pays to eliminate every excessive distribution cost and concentrate advertising and selling effort in profitable sales areas.

The TRUE Cleveland Market, small and compact, 35 miles in radius, 1,532,169 in population, is Cleveland's profitable sales area. Here, alone, is Cleveland newspaper advertising truly effective. Here, alone, live the great mass of people who read Cleveland newspaper adver-



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.

SCRIPPS-HOWARD

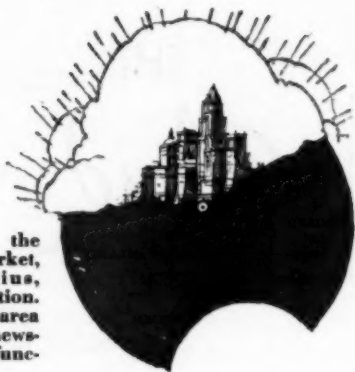
## The Cl

A SC

NATION  
NEWSPA

CHICAG  
DETROI

# te in the d Market



Pictured above is the TRUE Cleveland Market, 35 miles in radius, 1,532,169 population. Only within this area does Cleveland newspaper advertising function profitably.

tising and buy in Cleveland stores.

Here in the TRUE Cleveland Market, The Press distributes 94.1% of its total circulation—concentrated among readers of every class who are logical prospects for the merchandise on sale in Cleveland stores. To sell Cleveland and its profitable sales area, The Press is Your Logical Advertising Buy.

## e Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

# THE *Acid* *Test...*

**T**he sales and profit experience of advertisers is the fundamental criterion (the acid test) in judging media value.

Advertisers' experience in Cincinnati has taught them the value of The Times-Star—this medium has been the leading and outstanding sales force for the last twenty-two consecutive years.

It has stood the acid test of sales and profits—the test of time and experience—that's why it has enjoyed its overwhelming lineage lead—and why it is the advertiser's fundamental medium in selling the Cincinnati market.

## THE CINCINNATI TIMES-STAR

"THE KEY  TO THE CITY"

Eastern Representative:

**MARTIN L. MARSH**

60 E. 42nd St.

New York City, N. Y.



Western Representative:

**KELLOGG M. PATTERSON**

333 North Michigan Ave.

Chicago, Illinois

# Here's One Counter Catalog That Seems to Work

Consumers Like This Fishing Tackle Book, and Dealers Find It an Aid to Selling

By G. A. Nichols

IT seems to be human nature for a retailer to fight a manufacturer's catalog that is issued for consumers—opposition which, in many cases, is entirely justified. But, as has been proved by the experiences of the Enterprise Manufacturing Company, of Akron, Ohio, there can be exceptions. This company, which for sixty-six years has been producing and selling Pflueger fishing tackle, gets out a catalog that is widely accepted by dealers and consumers alike.

In this important merchandising accomplishment—and that it actually is such will be readily recognized by many a manufacturer who has had his fingers burned in flirting with the idea—E. A. Pflueger, president of the company, and his associates have proved that a catalog can be an important aid to selling even though substantially all that selling is done in the retail store.

The strictly orthodox idea is that the use of a consumer catalog by the manufacturer works directly against the interests of the store. Particularly is this true when the catalog is of the so-called counter type to be used by the dealer in his store to take the place of certain merchandise that he otherwise might have in stock. The idea, which is a heritage of the days when retail mail-order houses were regarded as the one big menace to retailing, is that when the manu-

facturer approaches the consumer with a catalog, either directly or through the dealer, he thereby is emphasizing the mail-order method

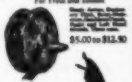


**Pflueger**  
The most famous of all fishing reels.  
\$25.00



**Pflueger Atlapac Reel**  
For Salt Water Fishing.  
\$75.00

**Pflueger MEDALIST Reel**  
For Trout and Salmon.  
\$5.00 to \$12.50



**Pflueger PALO-MINE Minnow**  
The most famous of all fishing lures.  
\$1.00 to \$1.50

## How Many of these Questions Can You Answer?

How can you tell the difference between the Small mouthed and Large mouthed Black Bass?  
What's the weight of the heaviest Rainbow Trout on record, caught with tackle? of the heaviest "Muskie"? of the heaviest great Tuna?  
What is "Kite" fishing?  
Who is the "Sea Tiger"? the "Sea Jack"? the "Squid-buster"?  
Where's the best location for King fish?  
Is the Wall Eyed Pike related to the Northern Pike?  
What bait is best for Bluegill?  
What fish has the most remarkable development of an ordinary fish twice its size?  
What's the difference between Fresh Water and Salt Water Tackle?  
How can you get twice the use out of your bait?



**NEW Pocket Catalog 149**  
America's Most Consulted Handbook  
FREE with our Compliments

Answers to the above questions, and complete information on all game fish and fishing are given you in this illustrated, compact handbook—the NEW Pflueger Pocket Catalog. It tells about habits and location of fish, their feeding, food habits, size etc., explains best methods of casting, trolling—and of taking care of tackle, including the best baits to use. The reader has in the most referred to of all handbooks by both experienced fishermen and beginners. This booklet has never before failing to thousands of thousands of men—yet it's FREE to you. The coupon below will bring it with our compliments.

THE ENTERPRISE MANUFACTURING COMPANY  
E. A. Pflueger, President  
Dept. PFC Akron, Ohio  
Oldest and Largest Manufacturers of Fishing Tackle in the U. S. A.

PFLUEGER Performance for All Your Fishing  
The name Pflueger is synonymous with quality and reliability. It is the name of the man who has made the name Pflueger synonymous with quality and reliability. It is the name of the man who has made the name Pflueger synonymous with quality and reliability.

**PFLUEGER**  
FISHING TACKLE  
Leaders Since 1864

THE ENTERPRISE MFG. CO.  
Dept. PFC, Akron, Ohio.  
Please send me a FREE copy of your Pflueger Pocket Catalog 149.  
Name \_\_\_\_\_  
Address \_\_\_\_\_

## One of the Consumer Advertisements in Which the Catalog Is Featured

of selling and detracting from the prestige of the store.

But for five years or more the change has been coming on. Mail order, as an institution, has been shown to be not the devouring monster that it was formerly pictured—one before which every independent retailer should tremble. It is now seen for what it really is, namely, a rather mild-mannered element trying to get along in the world and not making a glitteringly

successful job of it at that. The viewers with alarm are now busily engaged in fearing the chain store; and thus the way is left open for a manufacturer to use or adapt mail-order methods without prejudice if they fit into his selling scheme.

With the correctness of the principle admitted, however, there are certain leading questions that have to be answered correctly before the use of a catalog in this way can be successful.

How is the book going to be built?

How shall it be distributed?

How shall it be advertised?

What may it be expected to accomplish?

A study of the Pflueger catalog system can give some very interesting light upon these important questions.

For a number of years the Enterprise Manufacturing Company, successor to the American Fish Hook Company, issued a complete catalog as part of its method of selling to dealers. Using his catalog intelligently and frequently, the dealer could keep his stock of Pflueger merchandise complete and up to date without buying in large quantities and being overstocked. But even with a stock that, judged by the normal requirements of his community, might be regarded as complete, he still would be likely to have calls for occasional items that he might not have in his store. For example, a customer in a fresh water town might want to go tarpon fishing in Florida and would require one of Pflueger's Templar reels for that purpose. The dealer would look it up in his catalog, give the customer a price and order the reel for him.

So much of this kind of business developed that the company decided its dealer catalog was not planned properly—that the book ought to give retail prices in single units instead of wholesale prices in dozen lots, thus lessening the dealer's buying task and supplying him a book that he could show to anybody with complete propriety.

The outcome of all this was the development of the present 260-page dealer catalog which lists all

the twenty-one brands of fishing tackle produced and sold by the company. Many of the items are illustrated in full size and list prices are given on all. The dealer can show the book to his customers and take orders from it.

But, while thus being used as a counter catalog, it was first of all and essentially a book for the dealer's use. Even so, the results were so good that the company decided to get up a catalog primarily for consumers, but to make it such that the dealer could also use it for taking orders over the counter.

This latter book is what Mr. Pflueger is pleased to call a pocket catalog. It consists of 152 pages and cover, the page size being approximately that of PRINTERS' INK. While designed for the exclusive purpose of promoting the sales of Pflueger merchandise, it is really a treatise on fishing. It has pictures of fishermen (Pflueger customers, of course) and their catches—or at least some extremely good looking fish that *somebody* caught.

Eighteen pages in the book contain pictures of all the principal fresh and salt water game fish with a brief bit of information relative to each and naming the artificial bait and tackle manufactured by the company which probably will be the most resultful in catching them. An example of how this feature is handled is seen in the following tabloid account of rainbow trout (*salmo irideus*):

Geographically distributed in the Northern States and westward to the mountain streams of the Coast Ranges of the Pacific States.

Belongs to the Salmon family, a fresh water fish and every inch a scrapper.

Feeds on Minnows, Salmon Eggs, Grasshoppers, Insects and Flies.

Female fish carries from 500 to 3,000 eggs at spawning time.

Excellent food value.

Heaviest fish on record caught with fishing tackle weighed 26½ pounds.

Recommended a selection of tackle from Schedule "A," listed on page 30.

Another section of the book presents diagrams of various game fish, giving the correct names and locations of their fins.

There are pages of expert in-

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## And Here's a Break for Mac

**MAC** is one of the wrecking crew. He and three other big executives arm themselves with multi-colored pencils and play tit-tat-toe on my copy. I'll bet a subscription to *The War Cry*, they could improve every ad in *Harper's Bazaar*.  
© © © Be that as it may, there's a new ruling on local and national advertising. Media Records now calls them Retail and General, respectfully and respectively. That makes Mac General, instead of National, Manager. Think of the prestige. Picture, if you can, half the girls in Hollywood sighing in admiration of this sudden rise to fame. © © © Mac says what's in a name, he can't buy any more groceries with the new title than he could with the old one. © © © But call it what you will—The Examiner led the morning and Sunday field by more than half a million lines, for the first eight months, in General advertising. And the fact that The Examiner has the largest morning and Sunday circulation doesn't minimize the glory.

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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struction about bait casting, fly casting, fresh water trolling, cane pole fishing, deep sea fishing, and surf casting.

The merchandise is set forth in generous space, the illustrations being large and the descriptions, set in easily read eight point, complete.

The merchandise is scattered through the book without any very definite system other than the plainly apparent purpose of making the presentation bright and snappy. The matter about fish and fishing and the pictures of fishermen and their catches seem to be the main feature, with the merchandise apparently secondary.

#### *This Catalog is "Newsy"*

The catalog has reader interest of a very pronounced variety. It has what might be termed the news element—news about fish and fishing. Here, of course, is something that every catalog maker aspires toward, whether his book goes to dealers or consumers. All could afford to take a look at the Pflueger consumers' catalog; they would learn something from it.

Another lesson to be learned from the book is that a catalog, to be effective, has got to know its customers and speak to them in their language. Pflueger is selling fishing tackle to people who are presumably of the better class. Hence the presentation is in the best of taste. It is not what might be termed high hat or stiff-necked, but it is strictly dignified; not a word of slang can be encountered in the book, no so-called breezy talk, no alleged humor. It is, in short, a book that is prized by any fisherman, present or prospective.

This pocket catalog, being designed primarily for the purpose of helping the dealer to sell more goods, is distributed through the retail store as far as possible. It is printed in quantities and then, in a prominent place there is a mortised space in which may be imprinted the name of the individual dealer. The company is glad to perform this service for the dealer without charge because it thus gets the facilities of his store in distributing the catalogs under the most favorable auspices.

An institutional background for the pocket catalog is provided by means of page advertisements in class mediums. In asking the company for a file of the advertisements already used I fully expected to find that all or most of them talked the catalog and the catalog alone. I was somewhat surprised, however, to see that the emphasis of the advertisements went largely to individual items of Pflueger merchandise rather than to the book itself. Some of the advertisements go almost entirely to merchandise, mentioning the catalog only incidentally.

One outstanding thing about this catalog that ought to sink deep into the consciousness of every advertiser is that an organization may utilize a counter or consumer book and still not be a mail-order business even by implication. When we see a manufacturer issuing a catalog we at once assume that he is in the mail-order business to a certain extent or is trying to work up mail sales to supplement the business that naturally would come to him through the retail store. This isn't the case with the Pflueger book. Though ostensibly a mail-order medium, it is issued directly and wholly to attract interest to the stocks handled by the various retailers.

It frequently happens that a fishing enthusiast sees the Pflueger book advertised and sends for a copy. And then he may find that there is no dealer in his community from whom he can buy what he wants. In this case he can send in his order to the company and get the merchandise by mail.

#### **Appoint Weston-Barnett**

Tatro Brothers, Inc., Decorah, Iowa, manufacturer of radio sets for farm lighting plants, has appointed Weston-Barnett, Inc., Waterloo, Iowa, advertising agency, to direct its advertising account.

The Northwestern Barb Wire Company, Sterling, Ill., has also appointed the Weston-Barnett agency to direct its advertising account.

#### **Nippon, Yusen, Kaisha to Caples Agency**

The Caples Company, advertising agency, has been appointed to direct the advertising of the Nippon, Yusen, Kaisha, Japanese steamship line. This appointment is effective January 1, 1931.

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**No other  
newspaper  
in San Francisco  
can come anywhere  
near equalling the**

*City + Suburban  
Circulation*

**or the  
total circulation  
of the DAILY**

**San Francisco  
EXAMINER**

*P. S. — and Sunday, the Examiner  
enters 19 out of 20 San Francisco homes*

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## These figures may interest you

**A** RECENT QUESTIONNAIRE to our organization sought opinions about styles in umbrellas. The age of each individual had a bearing on the answer.

Here is a tabulation of the answers to that particular question:

Under 20 years . . . . .	10%
20 to 29 years . . . . .	54%
30 to 39 years . . . . .	24%
40 to 49 years . . . . .	10%
50 years and over . . . . .	2%



**THOMAS E. MAYTHAM**  
Account Representative  
*Buffalo*



**STACY W. PAGE**  
Vice-President and  
Account Representative  
*New York*



**RUSSELL D. McCORD**  
Account Representative  
*Minneapolis*



**HARRY J. LATTMANN**  
Associate Manager  
Production Department  
New York



**EDWARD H. HOSP**  
Assistant Account Representative  
New York



**CHARLES P. TYLER**  
Account Representative  
Chicago



**RUBY P. HARVEY**  
Writer  
Chicago

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
**ADVERTISING**

**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

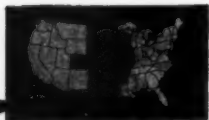
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## PUBLIC SERVICE

In serving its readers and in maintaining close contact with them, the Capper Farm Press is responsible for numerous activities which perform a real service to agriculture and the farmers of America. The Capper Farm Press sponsors The Master Farmer Project, Corn Husking Contests, Protective Service, Farmer Tours, Poultry, Hog and Calf Clubs, Women's Club Programs, Prizes for Outstanding Work in Vocational Agriculture, and 4-H Clubs.

After considering 350 nominations from all parts of the United States, the Committee recently made the first annual Capper Award for Distinguished Service to American Agriculture to Dr. S. M. Babcock, University of Wisconsin, for his invention of the Babcock test for butterfat in milk. The award carries a cash prize of \$5,000 and a gold medal. It is offered annually to the living American, who, in the opinion of the Committee, has rendered the most important service to Agriculture.



# Capper's Farmer

ARTHUR CAPPER, *Publisher*  
Topeka, Kansas

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# How Well Do You Rate with Salesmen?

If You Could See Their Call Reports, Perhaps You'd Be Surprised

By Arthur H. Little

FOR months, the salesman had sought an interview with the head of a certain business enterprise. In the patient manner of the builder of a pyramid the salesman had piled stone upon stone, tier upon tier, laying the foundation of his effort and rearing the structure. Finally, only the capstone, the apex, had remained; and with that he had labored long and mightily.

The big man was on his vacation. Then, after a flurried half-week at his desk, he was out of town on a strategical swing through the Middle West. A week after he returned, his secretary telephoned that he must break an appointment because he was absorbed in preparing for a directors' meeting that would be followed by a sales convention. On three successive occasions he was sorry, but in conference.

And then—triumph! The salesman got in. . . .

Late that afternoon the pyramid builder's laconic pen recorded on a three-by-five call-report card the following chronicle:

Finally reached B. . . . . He took the whole time of the interview to give me a fatherly talk on the fundamentals of exporting.

Now it may be argued, and perhaps with some measure of success, that this salesman was to blame for his own tragic anti-climax. It may be contended—and loudly—by sales managers, and even by the men upon whom salesmen call, that no salesman worth the ink on his call reports could be thwarted by an obstacle as trivial as a prospect's garrulity. However, we are concerned here, not with sales tactics, nor with salesmen's methods, but with salesmen's opinions. We are engaged in an eavesdropping inquiry into what salesmen say about their prospects behind those prospects' backs.

Obviously, such an inquiry ought to be interesting intrinsically, as interesting in its own right as is any clandestine peep behind the scenes of any stage, business or otherwise. And perhaps our study may turn out to be—to use an accurate but somewhat startling word with which an appreciative reader, in a letter to an editor, described the contents of the editor's magazine—perhaps our study may turn out to be suggestive. Consider, for instance, the well-meaning executive who, in our opening incident, went out of his way to help a deserving young man. Would he be interested to know the bland episode's true background? And might he be able to guide more accurately his future activities in gratuitous education if he could know how the talkative gesture, in at least one instance, was received?

Salesmen talk. They talk to customers and prospects, and about them. To an unmeasured extent, salesmen gossip among themselves. They spin grapevine—which well can turn out to be, not grapevine at all, but poison ivy. Gossip, of course, is reprehensible; and by many sales managers it is definitely forbidden. Not by taking thought, nor by any other means can the man upon whom salesmen call prevent them from talking among themselves about him and his company—if they are the kind who do talk among themselves. As to his company, if it is sound, financially, and honorable and above board in all its dealings, he can find comfort in the thought: "Well, if they talk, they can't say anything bad." As to his own conduct in his contacts with salesmen, however, it seems well for him to remember that when a salesman sits down to write his call report after a call, the situation often seems to him to demand a revealing of innermost

thoughts and feelings—especially feelings. Salesmen may think with their emotions; but uncannily often they seem to think straight.

Let us examine, now, a few files of the actual call reports of a crew of very actual salesmen. We find significant glints, between-the-lines reflections of salesmen's attitudes toward varying types of enterprises and of men—especially men.

Recurrently, we encounter the trails of the claimers, the big-talking little men, the subordinates with limited authority who crave to appear tycoons, the proprietors of little concerns, whistling past the graveyard, and by whistling loudly, hoping to sound like giants. What say the salesmen of these? Here are typical low-downs:

Met this man at lunch with L.... Had heard that his concern was going big. Dropped into his office to size up and get better acquainted. Two desks in one room—and that's all—told the story.

Another:

F..... told me confidentially that it's all up to him. Can't be sure, but think he's bluffing. I suspect that the merger clipped his wings. Suggest we keep in touch with F..... for policy's sake, but go to work on M..... for an order.

And another:

This man claims a good deal for the prospects of his concern. It seems to me that the real question is how long it will live.

And still another:

The A..... Company. This man K..... tells me he's the real head of the business and that A..... is merely in charge of production. K..... says he never needs to go out after business. It comes to him. He's so thoroughly full of hot air and so firmly convinced of his own ability that he is a most difficult man to sell.

And still another:

Not a great deal can be done with this situation, but I wanted to take one more chance with H..... He has promised me an order, claiming he's thoroughly sold on us. But I think he is powerless.

What does it profit a man, I wonder, to claim the whole world, but lose the respect of men who, in many ways, can help him, men who

can bring him ideas about many phases and details of the conduct of his business and men who, in a way directly financial, can contribute to his profits—if he holds their good opinion—by co-operating with him, intelligently, in the purchases of the things he must buy from them? How can a salesman help a man who is "so full of hot air and so firmly convinced of his own ability that he is a most difficult man to sell"? Perhaps it is a trait of humanity that little men try to be big. But not even a blind man is fooled by a five-foot claimant who proclaims, in a deep-bass voice, that he's only an inch shorter than Jess Willard.

Then there's the promiser. How readily the salesmen seem to identify him! Rather often, his promises are the parries of evasion. For instance:

He's hard to reach. It seems almost impossible to get in touch with him even over the telephone. His excuse today was that he was leaving in a few minutes and couldn't give me any time. This is a rather discouraging account, because the first time I called on him I had a very fine talk, which lasted about an hour. Since that first call it has been impossible to get to him. Apparently he's a great promiser—and that's all.

In this instance, the promiser was camouflaging an uncomfortable situation; and his dissembling brought discredit, in at least one quarter, upon both himself and his firm. For the next call report, dated two weeks later, reads as follows:

M..... has been on the skids for a month. They're letting him out. But he gave me the low-down. The firm is in a bad way financially.

Seemingly there are instances in which whole companies of men become promisers; and when they go out to other concerns, they carry the germs with them. For, concerning another promiser, we find:

This man came from the ..... Company. In common with most ..... men, he's a yesser and a promiser. I've come to believe that J..... is the only man to see and plan to see him on my next trip. I hope he hasn't been bitten, too.

Rather often, the promiser is easily sold, in which respect, in the

# September In Los Angeles

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## *Local Display*

**Los Angeles Times—FIRST!**

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## *National Advertising*

**Los Angeles Times—FIRST!**

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## *Classified Advertising*

**Los Angeles Times—FIRST!**

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## *Morning Circulation in City*

**Los Angeles Times—FIRST!**

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## *Morning Circulation in Trading Area*

**Los Angeles Times—FIRST!**

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## *Number of Papers Delivered by Carrier*

**Los Angeles Times—FIRST!**

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## *Number of News Scoops*

**Los Angeles Times—FIRST!**

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## *Total Volume of Reading Matter*

**Los Angeles Times—FIRST!**

# Los Angeles Times



Eastern Representative: Williams, Lawrence & Cramer Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

salesman's eyes, he resembles the man who claims authority that he doesn't wield. It seems easy to promise something that you cannot give, or don't intend to give. Thus, so you think, you impress the salesman. But do you? Let's read another call report:

Every time I call on this man, we start from scratch. I must give him our whole story just as if he'd never heard it before. He offers his usual objections and I answer them. I sell him. But all I ever get is a promise. Cannot believe it is worth our while to continue to call.

Then there is the type of prospect who seems to think that all salesmen are grindstones upon which to grind his personal axes. It seems highly doubtful that such a man has found a friend in a salesman who confides to a call report:

My first call on this man. He asked so many questions that at first I thought he was a hot prospect. Then I saw that he was just gathering information for his own use.

Likewise, it is difficult to feel any warmth of fellowship in the following:

He stalled for more than an hour and made me go over my story twice. Finally, when I pinned him down with questions, he admitted that he's trying to sell his business. Wanted me to help him find a buyer. I had to tell him I wasn't a broker.

Salesmen must wonder why men practice to deceive, why some of them will string a salesman along, flattering him with warm receptions and warming his heart with glowing promises, when all the time they know that his chances of disappointment are worse than fifty-fifty. There might be some advantage in fooling, say, a visiting banker. But why trot out a three-ring circus for the humble bearer of a sales portfolio? Usually, no matter how mahogany the setting, a salesman can spot a four-flusher. But, because every good salesman is an optimist who wants to believe, occasionally there unfolds a lengthy drama whose spice of comedy—if any—is lost in the bitterness of frustration. And thus we find set

down in the call reports—with the asterisks indicating lapses of time—a scenario like this:

Now that developments have brought in B..... as this company's new president, I've been given every assurance that it will be only a couple of weeks before we land them.

Everything moving along fine. Was told today that announcement is ready to be made this week in connection with B.....'s appointment as president. This is confidential.

Saw B..... in advance of directors' meeting to be held Friday or Monday. Very friendly to us. Told me to depend on him for action. Says the directors will O. K. anything he recommends.

B..... is in Chicago. His right hand man, L..... tells me everything is set, but he has to wait until B..... returns.

Everything is pretty near ready. Will get a decision the early part of next week.

L.... tells me I'll have to take another rain check.

B.... still out of town. Personally, I think if I could call on him this week, I could close.

Called on Miss C....., B.....'s secretary. B..... still out of town. dropped in for a minute on L....., who told me to be patient.

B..... back, but too busy to see me. L..... promised to arrange an appointment for Friday.

Called on Miss C..... B..... did not come to the office this morning. L..... told me it was impossible to arrange an appointment for today.

Talked with B..... over the phone. Told me to get in touch with him next Tuesday.

Tried to see B..... today. He was either out or stuck in his office, too busy to see anyone.

Spent an hour and a quarter with B..... today, going over our proposition. He was impressed, but told me he is turning over most of the inside responsibility to L..... and giving nearly all his time to outside contacts.

L..... told me today they will be unable to make any decision until some time in September.

Cornered B..... and asked him

# The NEW YORK AMERICAN

is the only standard  
sized New York  
morning paper  
that made a gain  
in circulation  
during the six  
months ending  
September 30th  
compared with the  
same period 1929

An increase of

**2,834** Copies Daily



# Nearly 2,000,000 Liberty

We estimate that *before 1935*  
Liberty will have the largest  
magazine circulation in the  
world.

*Robert H. McLaughlin*  
*Joseph M. Patterson*

<i>Newsstand Sales</i>	1,471,061
<i>Boy Sales</i>	918,865
<i>Total Newsdealer Sales</i>	2,389,926

## Now the Biggest Newsdealer Circulation

## Readers live in homes of 5 rooms *or more*

**T**HERE are 1,971,815 Liberty homes of 5 rooms or more . . . There are 595,628 Liberty families living in homes of 6 rooms; 319,429 in homes of 7 rooms; 295,412 in homes of 8 rooms; and 302,617 in homes of nine or more rooms.

That's why Liberty is a good advertising medium for

radios

furniture

phonographs

electrical appliances

floor covering

kitchen equipment

table silver

**Liberty**  
A Weekly for Everybody

220 E. 42nd Street, New York

Chicago: Tribune Tower

Detroit: General Motors Bldg.

Boston: 10 High Street

San Francisco: 820 Kohl Bldg.

circulation of Any Magazine

to tell me, frankly, what is causing the delay. He admitted they are in a difficult financial situation. Says he needs about \$200,000.

They are trying to sell stock.

Bankrupt.

And yet, in many a cloud of seeming defeat there is a silver lining of frankness; and under the April shower of many a turn-down grow violets of honesty. You'll find the silver and the violets, too, in the files of reports of salesmen's calls. Thus wrote one salesman—and he must have written with a chuckle:

Got a true story here as to why our proposition is impossible at this time. It's a story of the relation between income and outgo.

And of another man another salesman wrote, not with humor, at all, but soberly and straight from the heart:

C..... is of the type called dreamer. But he's a dreamer who dreams plans and looks ahead. He is progressing fast, probably because he is so sincere and honest.

The conclusion would seem to be plain. No man can afford to rebuild himself or re-organize his business to the end that both shall be constituted to the liking of salesmen who come selling goods and services. No man can deal out orders to all who call. Few men—especially older men who have achieved success—can forego a little moralizing of the kind that, as we have seen, mopped up the time of an important interview. Few men can resist telling a hard-working salesman that his efforts probably will not go unrewarded. Few men can be persuaded away from the conviction that, as in poker, one of the elements of shrewd management is a little judicious bluffing—in business, an impressive front.

But it seems safe to assume that few men would be wholly uninterested in seeing what salesmen write about them in their call reports. For few men whose enterprises are soundly based would care to be classed with the claimers, the promisers, the axe-grinders and the four-flushers. One reason is that such a classification might bar a

man from relationships that hold potentialities for his direct and personal benefit and for the benefit of his company. Another reason would seem to be that, regardless of direct and tangible results, no business enterprise is so rich in good-will that it can afford to sacrifice a nickel's worth.

### Supreme Court Declines to Reopen Rankin-Ramsay Case

The United States Supreme Court, early this week, declined to reopen the case of the Wm. H. Rankin Company and the Chas. A. Ramsay Company versus the Associated Billposters of the United States and Canada. This action upholds an award of \$78,266.66 to the Rankin agency and \$6,037.33 to the Ramsay agency, which awards were trebled by the lower court in accordance with the provisions of the Sherman Anti-Trust Act. The plaintiffs now are to receive the amount of the trebled award plus counsel fees, plus interest at 6 per cent from April, 1929, when these awards were made.

Suit was initiated against the Billposters' association in 1918. It came up before the United States Supreme Court once before, in 1922, when a decision was handed down reversing a decision of the lower courts. In this earlier decision the Supreme Court declared that the contentions of the plaintiffs were correct and that they were entitled to redress under the laws of the United States if they could prove their damages. The decision this week closes litigation which had been under way for more than eleven years.

### D. M. Compton Appointed by Grigsby-Grunow

Don M. Compton has been appointed assistant to the president and general manager of the Grigsby-Grunow Company, Chicago, manufacturer of Majestic radio receivers. He was formerly general manager of the United States Radio & Television Corporation, Marion, Ind.

### Appoints Howland, Oliphant & McIntyre

June Days, Des Moines, Iowa, and Chatham, N. J., cosmetics and perfumes, has appointed Howland, Oliphant & McIntyre, Inc., New York advertising agency, to direct its advertising account. Magazine, newspaper, business paper and radio advertising will be used.

### Williams, Lawrence & Cresmer Open Seattle Office

The Williams, Lawrence & Cresmer Company, publishers' representative, has opened a Seattle office in the Northern Life Tower. Allan H. Hofmann, who has been engaged in special representative work in San Francisco for the last eight years, is in charge.

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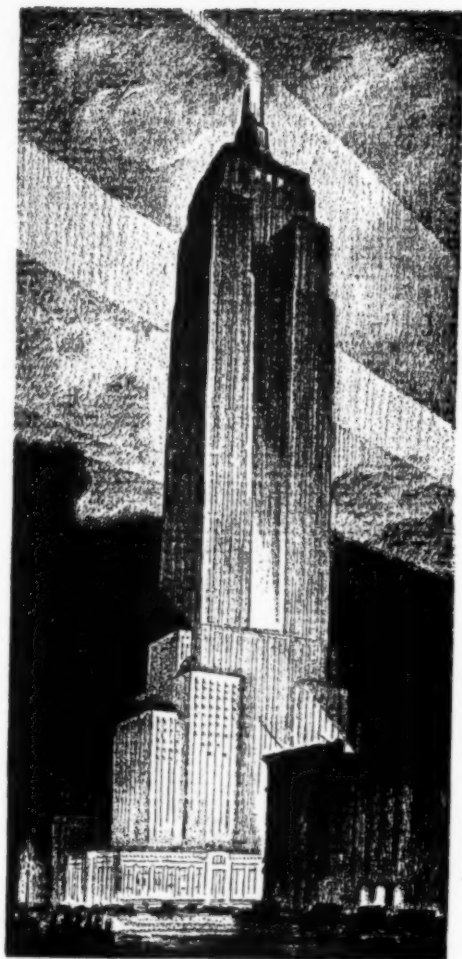
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# TALL BUILDINGS...

*the symbol of America*

*...all over the world*



# OFFICE BUILDINGS!

Not factories, stores, or railroads, but  
skyscrapers...the *offices* of factories,  
stores, railroads...offices from which  
financial, commercial, industrial  
America is directed and maintained.



Millions of white-collar workers...thou-  
sands of miles of floor space...the  
Headquarters of American Business.




Educational institutions work overtime  
to train officials for it...yet there are  
never enough to go round.



New methods and equipment are con-  
stantly invented...adopted...and  
superseded, in the effort to meet its  
ever-widening demands.

# SYSTEM



The battle for industrial and commercial supremacy is now being waged in the business offices of America.

■

American factories have acquired world-wide fame for efficient operation. American offices must now do the same.

■

They must get more done in a day . . . earn higher net profits by lowering their costs of operation.

■

Whose responsibility is this?

■

More and more (says the Taylor Society) top executives are confining themselves to creative and inspirational work . . . and training their *subordinates*, the department heads, to carry full responsibility for operation and maintenance.

**SYSTEM**



These subordinate officials are *the men who must get things done* . . . with constantly increasing efficiency . . . the buyers and users of improved equipment!

■ The only publication aimed straight at this situation . . . devoted to improved business methods and equipment . . . and read by these *men who must get things done* . . . is SYSTEM!

SYSTEM, and the idea of scientific management, were twin-born . . . thirty years ago. TODAY scientific management is particularly concerned with *business offices*.

And so is SYSTEM!

# SYSTEM

MODERN BUSINESS MANAGEMENT

McGraw-Hill Publication • Tenth Avenue at 36th Street, New York

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90.8.

# Greater Purchasing Power

EDISON LAMP WORKS OF GENERAL  
ELECTRIC CO.  
SAN FRANCISCO, CALIF.

Editor of **PRINTERS' INK**:

I am very anxious to obtain, as soon as possible, a bibliography both of books and current business magazine articles covering the subject of "The Trend of Prices and Its Effect on the Purchasing Power of the Consumer."

If you have any reprints of articles which have appeared in **PRINTERS' INK** on this subject I should be glad to have them as reference material.

It has been my experience in the past that when I appeal to you for this class of information that it is always furnished promptly and completely and I have, therefore, taken the liberty of asking your assistance once more.

M. C. HIXON,  
Manager,

EDISON LAMP WORKS DEPARTMENT.

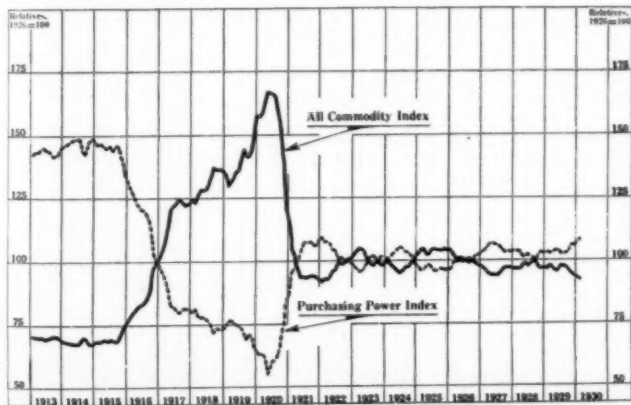
**W**HEN a factory, which has been operating on part time, puts a large group of men back to work, their wives walk up to retail counters with a bigger dollar, for the country has registered a 10 per cent drop in commodity prices, which means a gain of that much in the purchasing power of each dollar paid out. There has been, of course, a lowering of the total amount of wages, but there has been no general attack on the

wage level which again means that when business re-employs its workers the dollar purchases more.

We have sent to Mr. Hixon, a list of articles and books on the subject among which may be mentioned "National Income and Its Purchasing Power" published by the National Bureau of Economic Research and The Annual Statistical Bulletin of Standard Statistics Company, Inc., which give facts, figures and numerous charts to indicate that the present dollar buys more now than it did a year ago.

This situation is important as a factor for general recovery. In the past the change from an atmosphere of gloom to one of hope has always come with suddenness and it has been due to a recognition of previous mistakes and to a new realization of the country's economic power.

Among important looks into the future, two recent ones indicate much faith in the increased purchasing power of the dollar as a factor for permanent recovery. One of these was made by Dr. H. S. Person, secretary of the Taylor Society, in an interview with



When This Chart Was Prepared in March, 1930, the Commodity Index Was at 90.8. At the End of August It Went Down to 84. The Index of Purchasing Power in March Was at 110.1 and at the End of August It Rose to 119

the New York Times. He sees a gradual downward trend in price levels to continue for another ten years but suggests that it will not affect either profits or the general wage scale. Economies effected in the field of distribution are counted upon to square profit returns with the lower scale of prices. He points out that executives now believe that high wages can be compensated for by better use of equipment, and that purchasing power and, therefore, business activity will be stimulated and maintained by widespread distribution of income through generous wages.

Along the same line, the Alexander Hamilton Institute in its analysis and forecast of general business conditions for October 4, predicts that the trend of prices during the next decade will probably be downward, but the analysis also suggests the paradox of simultaneous wage increases over the same period. "With increased per capita consumption in prospect and consequently increased production, the total value of production should tend to rise, leaving more to be distributed in wages," says this statement.

At the close of the Civil War prices fell for almost thirty years but wages went up during the same time so that each dollar of increased wages bought more than a similar dollar of increase in the previous period.

The Alexander Hamilton Institute says: "The prospect that the use of machinery will continue to expand means that the increase in output, which promises to more than offset lower prices, will be accomplished without a corresponding increase in the number of employees. Consequently, over a long term, wages and salaries will be at least firm and probably upward."

The accompanying chart, reprinted from the "Standard Trade & Security Service," published by the Standard Statistics Company, Inc., by permission, offers an interesting indication of how the purchasing power index can and does rise while the general commodity index is going down.—[Ed., PRINTERS' INK.]

## "Town & Country" Opens Chicago and Detroit Offices

*Town & Country*, New York, has opened an office at Chicago which will be in charge of Robert H. Sanford and Rodman Hanson. Mr. Sanford previously was with *The Delineator*. Mr. Hanson had been with *House Beautiful*.

Frederic B. Cortis, for six and a half years with the Condé Nast Publications, has been appointed to represent *Home & Field*, *International Studio* and *Town & Country*, covering Michigan and Northern Ohio, with offices in Detroit.

## W. H. Leahy and C. E. Wright Advanced by Dennison

W. H. Leahy, formerly an assistant advertising manager of the Dennison Manufacturing Company, Framingham, Mass., has been appointed advertising manager. C. E. Wright, also formerly an assistant advertising manager, has been appointed manager of the sales promotion department.

## To Represent "Wire & Wire Products"

Fred W. Swanson, with headquarters at Chicago, has been appointed advertising representative of *Wire & Wire Products* and the "Annual Wire & Wire Products Directory Index & Buyer's Guide." He will cover the Mid-Western territory.

## A C Spark Plug to Campbell-Ewald

The A C Spark Plug Company, Flint, Mich., a division of the General Motors Corporation, has appointed the Campbell-Ewald Company, Inc., Detroit advertising agency, to direct its advertising account. This appointment is effective January 1, 1931.

## Gasoline Campaign Started in California

The United States Refining Company, Los Angeles, is starting an advertising campaign, using newspapers in nine California cities, featuring its Purr-Pull gasoline. The Olsen Advertising Agency, Los Angeles, is directing the campaign.

## L. J. Mower to Direct General Kontrolar

Leon J. Mower, formerly in charge of the Western sales organization of the General Kontrolar Company, Dayton, Ohio, has been elected vice-president and sales director of that company.

## F. A. Lyman Joins Buchen

F. A. Lyman, former managing director of the Farm Fence Institute, has joined The Buchen Company, Chicago advertising agency. He was, at one time, in charge of the research department of the National Association of Farm Equipment Manufacturers.

# BOTH..



## *are parts of an oyster..*

But a string of pearls is worth more than a trainload of shells.

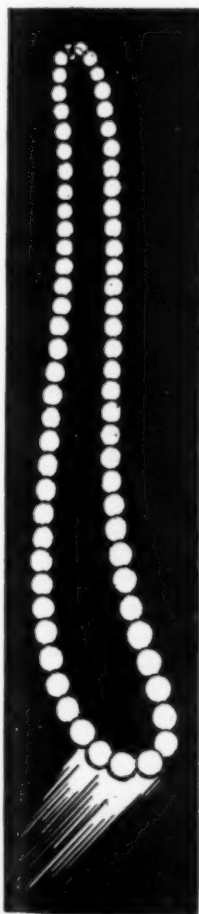
So, too, with newspaper circulations. It's not a matter of how many readers of a paper, but how many buyers among readers that rings the cash register.

By every measurement of buying ability The Cleveland News is the outstanding advertising buy in this major market. Emerson B. Knight's consumer study of Cleveland discloses that The News reaches a far higher percentage of charge account customers, motor car owners, and savings accounts depositors than the city average.

Let this certified purchasing power guide you in your selection of Cleveland newspapers. Ask for facts.

### THE CLEVELAND NEWS

GEO. A. McDEVITT CO.  
*National Representatives*



## Western Advertising Golfers Elect C. D. Freeman

Courtney D. Freeman, *Popular Science Monthly*, was elected president of the Western Advertising Golfers Association at the annual meeting, which was preceded by the last of the season's series of golf tournaments. H. S. Irving, Irving-Cloud Publishing Company, and E. R. Goble, Stack-Goble Advertising Agency, were elected first and second vice-presidents, respectively. H. G. Schuster, *Chicago Daily News*, was re-elected secretary and H. Eldredge Cole, Crowell Publishing Company, is the new treasurer.

Re-elected directors are: H. K. Clark, *New York Sun*; L. L. Northrup, *McCall's Magazine*; George R. Cain, *Swift & Company*; C. B. Goes, Jr., *Goes Lithographing Company*; and Lloyd Maxwell, *Williams & Cunningham, Inc.*

New directors are: George H. Hartman, J. L. Sugden Advertising Company, the retiring president; R. W. Richardson, *Cosmopolitan*; Samuel R. Penfield, *Curtis Publishing Company*; and John Petrie, *John M. Branham Company*.

Malcolm D. Stewart, *Webb Publishing Company*, won low gross honors in the day's tournament with a card of 113 for the twenty-seven holes of play. Roscoe Fawcett, *Fawcett Publications*, the runner-up, was one stroke behind.

Guy Abbott, *Ditto, Inc.*, was the low net winner, with J. H. Williams, *Henri, Hurst & McDonald, Inc.*, in second place.

Mr. Freeman, the newly elected president, won the president's trophy and Mr. Schuster, secretary-elect, won the directors' trophy. Burton S. Brown, automobile editor of the *New York Sun*, a guest, captured the prize for the lowest number of putts—48 for the twenty-seven holes.

The low gross foursome was composed of: Ray W. Clarke, *Liberty*; Donald G. Heinly, *McGraw-Hill Publishing Company*; Jerome T. Seehoff, *Heath-Seehoff, Inc.*; and W. D. Washburn, *Doubleday, Doran & Company, Inc.* Members of the low net foursome were: L. A. Crowell, *Crowell, Crane, Williams & Company, Inc.*; Paul E. Faust, *Mitchell, Faust, Dickson & Wieland, Inc.*; Wallace Patterson, *Christian Herald*; and Malcolm MacHarg, *Consolidated Magazines Corporation*.

## Pawtucket "Times" Elects S. T. Black

Stanley T. Black has been elected president, treasurer and general manager of the Pawtucket, R. I., *Times* by the board of directors of the *Times Publishing Company*. He succeeds his father, the late Charles O. Black.

## John M. McDonald, Treasurer, Buchen Agency

John M. McDonald, who has been with The Buchen Company, Chicago, for the last seven years, has been elected treasurer of that advertising agency.

## New York Furniture Dealers Adopt Advertising Standards

The Associated Furniture Dealers of New York have created and put into effect Standards of Practice for Furniture Advertising. Eighteen newspapers in Greater New York are co-operating in the movement, while the Better Business Bureau of New York has installed a furniture department which will daily examine the advertisements as they appear in the newspapers and co-operate with the members in carrying out the provisions of the standards.

These standards have been adopted after a study of similar standards in force in various parts of the country and include twenty-one recommendations regarding fraudulent or exaggerated claims, trade-in allowances, construction, sales methods and other aspects of furniture advertising.

## McKinnon-Fly Appointments

Howard Dygert, formerly with the *Architectural Forum*, and more recently advertising manager of *Building Age*, has been appointed advertising manager of *Screen Book, Science & Invention, Radio News, Amazing Stories, Amazing Stories Quarterly* and the *Novel Magazine Group*. Henry J. Brown, Jr., business manager of *Building Age*, has been appointed general manager of the companies publishing these magazines.

## W. R. E. Baxter with Whittlesey House

W. R. E. Baxter, formerly a member of the newspaper service bureau of the *McGraw-Hill Publishing Company, Inc.*, New York, has joined the staff of Whittlesey House, the recently organized trade division of the *McGraw-Hill Book Company, Inc.* He will be in charge of publicity.

## Two of Frigidaire Staff Join Geyer Agency

R. F. Wright and W. A. Wright, both formerly with the direct-mail department of the Frigidaire Corporation, Dayton, Ohio, have joined the copy staff of the Geyer Company, advertising agency of that city. They will continue their work in connection with Frigidaire advertising.

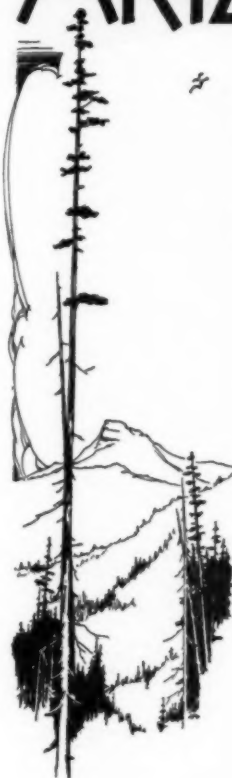
## Appointed by Browning King & Company

Miss Helen L. Taylor, formerly with King & Wiley & Company, Inc., Cleveland advertising agency, as copy writer and assistant account executive, has been appointed advertising manager of Browning King & Company, New York, men's furnishings.

## Death of J. A. Daly

John A. Daly, advertising manager of the *Catholic Standard and Times*, Philadelphia, died on October 12 at that city. He was about sixty years of age.

# ARIZONA'S



## UNDEVELOPED RESOURCES ASSURE GROWTH

ARIZONA has made matchless strides in the last few years in the development of its natural resources. It has witnessed a tremendous increase in population and industrial and commercial growth. Yet, the possibilities and natural resources have scarcely been touched.

Millions of desert acres, that can be made to blossom as a rose, remain for water's magic effect. The Coolidge dam and the San Carlos project, just completed, provide for the reclamation of over 80,000 acres; new land that will add greatly to Arizona's agricultural output.

Arizona has the largest virgin pine forest of any state; the many mountain ranges are laden with ores that assure this state its leading position in the mining of copper, silver and gold for years to come. Arizona alone produces one-fourth of the world's copper.

The Arizona Republican is the established source of news and the guide to advertising information for families of Phoenix and this wealthy area. 91.50%\* of the newspaper readers of Phoenix read The Republican while 84.98%\* of those in the outside trade area are informed by this medium.

\*From the study by Emerson B. Knight, Inc.

## »THE« ARIZONA REPUBLICAN P H O E N I X

Williams, Lawrence &  
Cresmer Co.

New York... 285 Madison Ave.  
Chicago... 360 N. Michigan Ave.

**KOTAR**  
INCREASINGLY  
IMPORTANT IN  
ARIZONA

M. C. Mogensen & Co., Inc.  
San Francisco... 564 Market St.  
Los Angeles... 433 S. Spring St.  
Seattle... 603 Stewart St.  
Portland... 69 Broadway



The man this was aimed at  
is the client of some adver-  
tising agent—or should be.

It's the readers of *The Business Week* that  
are holding or releasing the purse strings  
these days—on advertising in particular  
and everything in general. Ask the adver-  
tising manager! Ask the purchasing agent!

Some firms lost money in 1929 when every-  
thing was booming; some firms are making  
new high records in 1930 when things in  
general are tough. The difference seems to  
be aggressiveness. (See page 12 *The Busi-  
ness Week*, October 15).

Not a bad idea for advertising agents to  
recommend *The Business Week* for their  
own use as well as for their clients' use.

**The Business Week**

McGraw-Hill Publishing Company, Inc.  
New York

# When Headlines Are Unnecessary

Pleasing Results Secured by Omission of All Obtrusive Type or Hand-Lettered Features

By W. Livingston Larned

SOME very interesting new versions of the advertisement without headline or name plate display have made their appearance in recent months and the plan appears to be gaining wide popularity.

It might seem singularly unwise to construct campaigns of this character, and the skeptic will instantly bring up sundry arguments against them, such as the familiar: "The first thing a person looks for is the name of the firm sponsoring the message. Why, then, make it difficult for him to find this important information? An advertisement should not masquerade as 'reading matter.' It should consider that the company signature, in bold display, is one of the most significant features of the advertisement—if not *the* most vital and necessary."

But those who employ this type of layout do not seek to conceal the identity of the advertiser. It will always be found somewhere in the composition, although modestly handled.

It is by no means admitted that the reader, incidentally, is first interested in the name plate. An age of competition in advertising and the volume of attractive material brings up a very natural problem: How to win special interest for and in the display in the face of such a vast assemblage.

That is why almost 50 per cent

of the national campaigns are seeking, at the present moment, new methods whereby an added measure of "readability" may be devised. That is why so many ad-

VERTISEMENTS lead off with material both as to copy and picture, which is frankly far removed from the product itself, or is, in any event, an ingenious "feeder" to the selling copy beneath.

An important addition to the family of those who read advertising has been made, unquestionably, by this practice of seasoning the message by every possible artifice of word and illustration. The more modern layout does not necessarily scream out, in its very physical phase: "I am an advertise-

ment. I am commercial, from first to last. I am the selling document of a manufacturer who asks that you buy his goods."

The spirit of advertising is less abrupt today, and, it seems to me, far more attractive physically, far more readable, far more inviting in every aspect. At no time, in the meanwhile, does it necessarily attempt to conceal its true identity, as advertising.

It would be utterly impossible for the reader to accept it as anything short of what it really is—a more palatable presentation of selling appeal. For one thing, this new mode in make-up manages to overcome skilfully one of the

EVEN if you have the space in your luggage—honestly, can you spare the time this summer for those complicated Beauty Treatments? Cutting the hours you'd otherwise have to devote to an array of pins and brushes—letting you copy another set of terms, another half hour of swimming, another moonlight bath—a single jar of Pinoud's Cream compresses into one exquisite preparation all three vital aids to Beauty... cleansing, supplying, tanning! A Cream that keeps your skin feeling beautiful and alive—a Cream that triumphs over sun and salt sea wind! Just smooth it on—often with plenty of clear water with it and! One generous job gives you will last your whole vacation—or at least a convenient for the weekend. . . . PINAUD. PARIS—NEW YORK



Pinoud Advertising Impresses You with a Chaste Dignity

weaknesses of much past advertising, that of cluttered compositions and space packed to the top layer with innumerable petty distractions of heads, sub-heads, signatures, addresses and other incidentals.

Simple advertisements are better advertisements. Everyone appears to agree that there is much in this theory. They are far easier to read, by the way, these direct and boiled-down campaigns. The eye wearies at the mere contemplation of some too-indulgent typographical and pictorial crazy-quilts of composition.

There is a definite and very positive atmosphere of the tailor-made about such campaigns as studiously seek the utmost in simplicity, and discover that bold headlines and dominating signatures defeat this purpose, along with many other conventional factors, heritages of the earliest periods of all advertising.

There is a way by which compositions can be put together, minus headlines, the reader moving directly into the story, without preliminaries of any kind. Curiosity or desire to read is stimulated by the sheer restraint of the layout.

Illustrations are of assistance in this, plus the artistic nature of the typography. Such campaigns must be more than ordinarily careful as regards type faces, spacing and margins. There should be grace and beauty in the arrangement of the message. And all illustrations should be of the highest possible quality, requiring no explanatory note, no sub-heads.

An exceptional series of magazine advertisements for Pinaud toiletries has depended upon two display units alone—a square half-tone picture and a quite formal block of type. There are no other high spots, no lines of type beneath the picture, no bold name plate, no headlines. And the type face

remains the same throughout its brief course, relieved, in the beginning, by a simple initial letter.

It is surprising how altogether restful and inviting these compositions are. Instinctively you have an unforced desire to read them. The name of Pinaud and the addresses appear in the main block of text but are never stressed. The illustrations, handled photographically,



*There Is an Individuality about This Advertisement  
Not Found in So Many Other Campaigns*

ally in a modernistic, technique show articles with cultured modesty. The name on a jar of cold cream, without retouching, serves successfully as a company and product signature. Never for a moment could you escape the fact that it is an advertisement for Pinaud.

It frequently has been mentioned that there is no sign anywhere on the Tiffany Fifth Avenue store. Nor has there ever been one. Window displays are simplicity symbolized.

Despite which, customers find their way with apparent ease to the establishment, and its progress is known to all. I do not advocate carrying the thing so far in advertising, of course. The name of

# What Complete Pittsburgh

## The Sun-Telegraph Gains in A

### Total Advertising

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	11,088,348	12,236,500	32.8%	38.7%	Gain
Press . . . . .	16,228,809	13,707,606	47.9%	43.3%	Loss
Post-Gazette . . .	6,529,991	5,707,541	19.3%	18.0%	Loss

### Total Display

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	9,223,211	10,637,752	34.4%	40.5%	Gain
Press . . . . .	13,046,958	11,000,316	47.3%	41.9%	Loss
Post-Gazette . . .	5,329,960	4,637,386	19.3%	17.6%	Loss

### Local Display

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	6,160,454	7,664,038	34.4%	43.7%	Gain
Press . . . . .	8,868,341	7,358,225	49.5%	41.9%	Loss
Post-Gazette . . .	2,883,792	2,520,127	16.1%	14.4%	Loss

### National Display

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	1,955,424	2,020,738	32.8%	36.5%	Gain
Press . . . . .	2,779,539	2,491,225	46.6%	45.0%	Loss
Post-Gazette . . .	1,233,010	1,025,351	20.6%	18.5%	Loss

Statistics based on figures by Media Records and  
—distributed to only a small portion of the regular

# Pittsburgh Sun

Times Have Changed in

# Pittsburgh Figures Show!

## Gains in All Major Classifications

### Classified

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	1,389,303	1,272,321	27.3%	28.7%	Gain
Press . . . . .	2,943,372	2,491,767	57.9%	56.2%	Loss
Post-Gazette . . .	754,400	669,630	14.8%	15.1%	Gain

### Financial

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	241,625	214,137	20.5%	20.7%	Gain
Press . . . . .	351,338	295,017	29.8%	28.5%	Loss
Post-Gazette . . .	587,873	526,847	49.7%	50.8%	Gain

### Department Stores

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	3,726,587	4,780,043	36.2%	47.6%	Gain
Press . . . . .	4,714,202	3,614,492	45.7%	36.0%	Loss
Post-Gazette . . .	1,866,448	1,649,652	18.1%	16.4%	Loss

### Passenger Automobiles

	Linage—1st 8 Months		Percentage to Total		Gain or Loss to Total
	1929	1930	1929	1930	
Sun-Telegraph . .	571,579	414,130	37.3%	39.9%	Gain
Press . . . . .	592,664	388,781	38.6%	37.5%	Loss
Post-Gazette . . .	369,432	234,307	24.1%	22.6%	Loss

Records and all portions include only Press "Metropolitan Section" linage the regular Press circulation.

# hSun-Telegraph

Chartered in Pittsburgh

the manufacturer must appear. It need not, however, be in giant display type.

When you come upon the Pinaud advertisement in a magazine you are at once impressed by the chaste dignity and suave elegance of the entire page. It suggests a quality product for the very reason that it is not splotted all over with the familiar tags and what-nots of the conventional display.

This means, then, that layouts of the simpler kind may lay claim, also, to an individuality of physical appearance. They are different from the general run and attract interest and attention for that very reason. The style of the advertisement is an asset along with its other virtues.

In talking with a specialist who has designed many of these advertisements, I learned that there are embedded rules and observations, all important. The first paragraph of copy, for example, should be the equivalent of a headline. That is, although not emphasized and set apart as a separate unit, the meat of it is of true headline quality. There should be lure and cleverness of phrasing and curtain-raiser interest.

The fancier and more distinctive type faces are to be avoided, and it is unnecessary and inadvisable to attempt eccentric typographical stunts of contour. The same simplicity of manner should hold good in manipulation of type as in illustration, and an obvious restraint as to little, irritating interruptions of heads and illustrations.

One picture and one only is advisable, if the message can be visualized in this manner, just as there is to be but a single block of text. It would be fatal to compositions of this character to make them spotty by introducing secondary illustrations, vignettes, and even advertising symbols, trade-marks and similar devices.

To depart from a single type face and size would appear equally disastrous to the stark simplicity sought. Spacing between lines should be equalized and frequent paragraphs with open areas of white are always avoided.



Almost everything that has to do with women of grace and fashion is of such universal interest that it straightway becomes news. It was news, therefore, when the *Style Capitals* of the world first began to enjoy WRIGLEY'S and form the incursive habit of satisfying that natural human craving for something "just a little over" and yet refreshing. It is news now that WRIGLEY'S keeps lips divinely shaped and teeth so gloriously healthy. Chew WRIGLEY'S 10 only for ten minutes a day. Chewing is an age-old beauty secret for lovely lips and teeth. Try Double Mint—it's PEPPERMINT flavored.



CHew WRIGLEY'S FOR LOVELY LIPS — INEXPENSIVE — SATISFYING

**Type Faces, Spacing and Margins Must Be Watched Carefully in the Preparation of Advertisements without Headlines**

In the characteristic Pinaud series, the story runs right along in an unbroken way, dashes being used frequently. This makes for a flat, uncontaminated area of type "color" as a perfect balance for the illustration beneath it. And the typography is run even with the halftone plate, on both sides.

I do not believe that the absence of a headline is noticed by the average reader. If anything, the desire to read is increased. He is curious to know what is being said.

A most effective Postum series, three columns in width in newspapers, has followed the plan of boiled-down simplicity, with no headlines and no display featuring of a signature. The illustrations are pen and ink vignettes, rather

delicate in their handling, and "floated" in a considerable amount of white space.

There are two comparatively small blocks of text, one in italics and one in an artistic type face, and they are compactly arranged, with no initials, no emphasis, no broken-up spacings to distract the eye from the obvious simplicity of

the entire advertising composition.

But the display is very obviously an advertisement. There is no attempt to deceive the reader. It is an advertising layout which has set out to shake itself free from the sundry odds and ends of the average arrangement, and to go directly to the point with as little interruption and delay as possible.

## What Groucho Says

Loyalty to House or Self—Which Comes First?

**T**IMMERMAN is the name you're trying to remember. Thought so. Do I know him? I'll say I do. Most picturesque man of learning I ever knew. Poet, philosopher and advertising man, also a treat in a poker game. Great inventor. No patents, as yet. Can invent more ways to bet on a golf game than you ever heard of.

Boss knows him. Almost hired him for his brains. Interviewed him, thought he was dangerous.

"Brilliant, very brilliant, but thinks wrong way round." So said Boss. "For example, his code for employment."

Now get this code and tell me which was thinking wrong way round. The points of Tim's code come in order, most important first and so on. Tim always likes to put tickets on things and put 'em in pigeon holes. His pigeon holes aren't always where the other fellow would put the same tickets.

*First point, and foremost.* Loyalty to yourself, got to see yourself as a responsible part of the world, play it that way first of all. Don't stand for any job or any person switching you off that track. Train yourself to be yourself.

*Second Point.* Loyalty to the public. If you're an ad man, this means loyalty to the consumer, honest-to-God square deal to consumer with respect to product and its tale of glory. You can't make or run fake ads, false snob ads, or price robbery ads and fit point two.

*Point Three.* Loyalty to client, the fellow whose ads you write

or place. Hundred per cent square deal to protect his advertising dough, so long as you're square with yourself and the consumer.

*Point Four, and last.* Loyalty to the house which hires you and pays you your living.

Timmerman has doped it out as sound sense, not as morals. Says he has no morals, can't afford 'em.

Sure, he spread this out before Boss. What did Boss say? You could guess. Something like this:

"Very interesting, Mr. Timmerman. I agree with you entirely in essentials, only I should reverse the points and read your code backward. It amounts to exactly the same thing with house loyalty put first."

"Not on your life!" says Tim. "It's just the opposite." And they threshed it out for an hour or so. Seemed Tim and Boss couldn't understand each other's lingo and they kept apart.

Boss said to me: "Got to be practical. We're in business to make money. Our house sets ideals good enough for any man, but let's not be foolish about 'em. Got to give the public what the public wants. Loyalty to yourself before loyalty to your house? Dangerous and disruptive. What do you think, Groucho?"

What did I say? I said: "Why should I tell you I agree with Tim? You wouldn't hire him and you might fire me. Anyhow I started wrong, Boss. I started being your slave, Biddle's and Carter's slave. I haven't got near enough the consumer yet to know whether he's got me licked or not."

GROUCHO.

# WHO . . .

## Are These New



The new Cincinnati . . . the Cincinnati with well-paved streets and boulevards, the City Manager System of Government, and the reputation of being the best governed large city in the United States . . . the Cincinnati that is seeing \$200,000,000 of development in the downtown district . . . is the work of the progressive, civic-minded part of Cincinnati's population.

This part of Cincinnati reads The Cincinnati Post.

When The Cincinnati Post started its campaign for a new deal in government, circulation figures began to soar.

#### POST CIRCULATION

1. City and Suburban..... 143,448
2. In the O.K. Market..... 162,222  
(Cincinnati Trading Area)
3. Total Circulation ..... 197,021

MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.



SCRIPPS-HOWARD

# The

During  
crease

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DET

# Readers?



Because of The Cincinnati Post's lone-handed fight for clean government, circulation jumped 43 per cent in seven and one-half years. Here are typical homes it reaches. In four out of five of the homes pictured the Post is read daily.

During the past seven and a half years they have increased 43 per cent.

It is this progressive, prosperous part of the city that wants the new automobiles, the new radios, the new homes, the new products that American manufacturers make and sell. It is also that part of the city which has the means to turn those wants into realities.

Reach this group in the Cincinnati Market most effectively with The Cincinnati Post, read by more than 62 per cent of Cincinnati's families.

## Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

# fair-weather buyers

The fair-weather buyer disappears when your business needs him most.

But the buyers who constitute the Boston Transcript circulation are yours through thick and thin.

Lay-offs, part-time employment, wage cuts do not reach them. Their income does not drop to the level where buying must be curtailed. To make these constant buyers yours, reach them the only way they can be reached—through the



## BOSTON EVENING TRANSCRIPT

*Highest ratio of BUYERS to readers*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles Seattle

# General Foods to Distribute Glidden Company Products

Agreement Between Two Companies First of Its Kind on a National Scale

THE announcement last week that the General Foods Corporation, through its large Hellmann wagon distributing system, would in the future distribute Troco nut margarine, a product of Durkee Famous Foods, Inc., a subsidiary of the Glidden Company, outlines the first alliance of its kind between two large companies with national distribution. In addition to handling Troco on a more or less national scale, General Foods will also distribute certain other Glidden products in more restricted areas.

According to the agreement General Foods is to buy Troco margarine at the list price less a certain percentage. It will then sell the product to retailers just as any wagon jobber might sell it at a profit. In other words, General Foods is really performing a jobbing function on a national scale. The company, it is understood, has been distributing other margarine products but not on a nation-wide scale.

At this time it is difficult to predict that similar agreements will be reached among other national manufacturers. General Foods, through its Hellmann trucks, now reaches almost every part of the country. Standard Brands also has a national truck distribution. Therefore, there is plenty of opportunity for manufacturers of non-competing products to tie up with these vast distributing systems. The rapid changes which are taking place in the whole marketing fabric, particularly in the food field, make it quite probable that such tie-ups will increase in number, particularly if the General Foods-Glidden agreement works out to the mutual advantage of both companies.

The advantages of this type of agreement, particularly at a time when the relations between wholesaler and manufacturer are strained, are obvious. Glidden gets national distribution which it can

control carefully. Bookkeeping problems are greatly simplified, as well as other matters of the mechanics of distribution. In addition, Glidden will get distribution in sections of the country where it has not been strong or where it has had no outlets to speak of.

General Foods, on the other hand, is able to add to its own products a product with a nationally known name. It also acquires a more fully rounded line for its trucks to carry and thus gets a better hearing from the retailer. This means that it should increase the sale of its own products.

## *Part of the Battle of the Brands*

The most significant feature of the agreement is that it points to the tendency among national manufacturers to work mutually in the current battle of the brands. Certain prophets have predicted that the future national manufacturer will also have wholesaler outlets and will gradually extend his functions so that he will open his own retail stores, thus reversing the A & P process. This chain grew from the retailing function through the wholesaling function into manufacturing. So far manufacturers have hesitated to go into retailing because of the importance of the good-will of the independent retailer who still handles a great proportion of the merchandise which is sold to the consumer.

However, as manufacturers learn that they can work co-operatively in distribution, there will be a tendency to toy with the idea of mutual relationships in retailing as well as in wholesaling. Whether this development is just around the corner or is something to be considered only in the distant future depends almost entirely on how chains, manufacturers, wholesalers and retailers work out of the present involved situation which has been characterized as the battle of the brands.

## Chain-Store Advertising

UNITED TYPOTHETAE OF AMERICA  
WASHINGTON, D. C.

Editor of PRINTERS' INK:

Will you please send us a list of articles, on the subject of chain-store advertising, that have appeared in the PRINTERS' INK Publications?

We shall greatly appreciate any references you can send us.

DEPARTMENT OF MARKETING.

WHILE a number of articles have appeared in the PRINTERS' INK Publications concerning chain-store advertising, these articles have had to do not so much with the actual advertising campaigns of chain organizations as they have with the sort of advertising the chains ought to be doing.

It is a fact that the chains, despite their vaunted merchandising ability, have failed to develop advertising—a most important phase of merchandising—to anything approaching the possibilities it holds out for that field. With few exceptions, the advertising of chains has been limited to the bargain appeal variety. They have used advertising almost solely to present low prices—something which the public, rightly or wrongly, has quite generally admitted to be the chain's strong point.

But the big issues which the chain stores face have been compelled to struggle along with no attempt worth speaking of to present the true situation to the masses. It is difficult to convince an industry that has succeeded astonishingly well without a certain business tool that it may not hope to do equally well in the future unless it employs that tool. The chains owe little of their success to advertising, unless we include the advertising of manufacturers that they have capitalized. Many chain executives who are today guiding the destinies of some of the largest organizations are, as a consequence, not only inadequately informed concerning advertising, but, what is more, some of them are distinctly doubtful concerning the merits of advertising as applied to chain-store promotion.

So long as these executives are

at the helm, there seems little likelihood that the chains, in any considerable number, will call on advertising to help iron out present and future problems.

On the other hand, there are indications that the chains' new rivals, the voluntary chains, are showing a genuine comprehension of advertising's possibilities. The Independent Grocers' Alliance, one of the largest of these, is now starting a national campaign of advertising.

It will be interesting to observe what effect this advertising by the voluntary chains may have on the established chains. It is not unlikely that it may make a deep impression on the chains.

In any event, it seems quite probable that the big and significant advertising developments of the next decade are to come out of the retail field. These are developments that the chain stores will have to meet—and meet with advertising.—[Ed. PRINTERS' INK.]

### Now Gray, Garfield, Lange, Inc.

Gray, Garfield, LaDriere, Inc., Detroit, advertising art, has changed its name to Gray, Garfield, Lange, Inc., following the association of Robert G. Lange with the firm as a partner. N. M. Kessler, who has been with the organization for a number of years, becomes an officer under the new arrangement. Howard Wood has joined the staff.

### Appointed by Tucson "Daily Star"

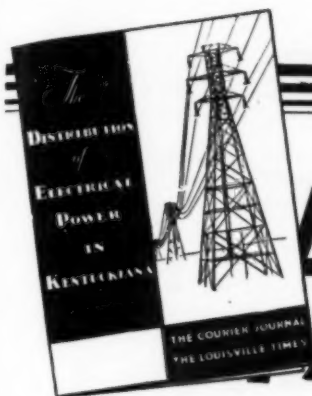
T. W. Schwamb, formerly advertising manager of the Tucson, Ariz., *Daily Citizen*, has been appointed advertising manager of the Tucson *Daily Star*. He has been with the *Daily Star* since August 1 and, for the last month, has been acting advertising manager.

### New Account for Associated Crafts Agency

The Western Hair Goods Company, Chicago, jobber of beauty shop supplies and equipment, has appointed Associated Crafts, advertising agency of that city, to direct its advertising account. Business publications and direct mail will be used.

### Joins Guenther-Law

Edwin A. Hough has joined the staff of the New York office of Rudolph Guenther-Russell Law, Inc., financial advertising agency.

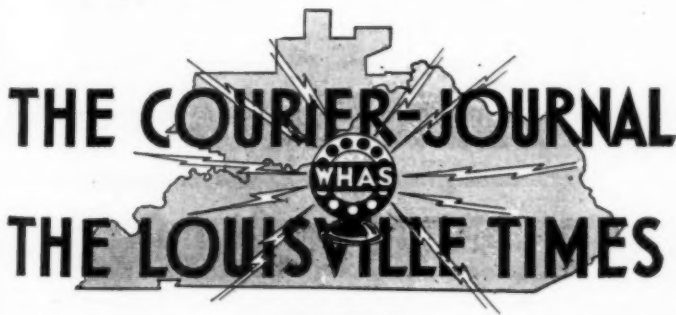


# FACTS

## About the distribution of Electricity in KENTUCKIANA

The Courier-Journal and Times have recently completed a survey which shows the extent to which electrical current is available in the various sections of the Louisville Market—KENTUCKIANA.

A booklet containing this data will be mailed on request to interested manufacturers and distributors of radio and other electrically operated products.



### MEMBERS

Audit Bureau of Circulations — 100,000 Group of American Cities

Represented Nationally by The Beckwith Special Agency



"CHECK

'N' **DOUBLE**

**CHECK!**

## THE BOSTON MARKET

Experienced sales and advertising directors always double check Boston's trading territory on their sales maps. They know that Business Boston is a market distinctly separated into two groups.

To conquer Boston, fourth among America's markets, you must bow to the fact that it is unique, but not difficult. Boston is a city with a population divided into two groups, tradition, heredity, personal preference and environment.

# BOSTON

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each group lives within boundaries which are definite, unchangeless. Class or wealth do not establish it.

The stranger coming to Boston cannot, at first, distinguish the demarcation. Eventually he discovers—as all advertisers ultimately discover—that the evolution of Boston has produced two population masses, different in habit, thought and personal preferences.

The newspapers of Boston represent the viewpoints of one or the other of these groups. No newspaper serves both. The Herald-Traveler, differing from its three contemporaries in almost every respect, serves the group that advertisers have found to be the major factor of Boston's buying capacity.

**PROOF? . . . the Herald-Traveler leads all Boston newspapers in total advertising lineage . . . it delivers larger sales . . . its unit of circulation is more highly appraised by advertisers than the unit of circulation of any other Boston newspaper.**

Check and DOUBLE-check! your Boston market. Remember that the Boston area is a compact unit—FOURTH among American cities. Nearly two million Bostonians live within a thirty-minute ride of the city's heart—nearly THREE million within an hour's ride. All Bostonians!—but one of two groups, and must be reached with an advertising policy decidedly fashioned to appeal to each group. And the most responsive, able-to-buy group is the one served by the Herald-Traveler. Any one of the other three major newspapers can be used to reach the greater part of the balance of the market.

Eight years the Herald-Traveler has been first in national advertising, leading financial, automobile and publication advertising among Boston newspapers.

*Advertising Representative:*  
**GEORGE A. McDEVITT CO.**  
New York, Chicago and Philadelphia

# HERALD-TRAVELER



**"The Oregonian  
Food Bureau Depart-  
ment is one of the  
finest I have seen  
anywhere!"**

. . . says Mrs. Fern T. Hubbard

Mrs. Hubbard, one of the Edison General Electric Appliance Company's economists, thus appraises the Food Information Bureau of the Oregonian—the section that every Wednesday brings food information into the homes of 106,000 Oregonian readers.

Here's fertile, prepared in advance ground, for your Food Advertising messages.

**The Oregonian**

PORTLAND, OREGON

Represented Nationally after November 1st by

**WILLIAMS, LAWRENCE & CRESMER**

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

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# Distributors in Conflict

An Impartial Survey of the Misnamed "Battle of the Brands"

III

By C. B. Larrabee

UP to this point I have avoided emphasis on price because, although price is the chief bone of contention in the present contest among the factors of distribution, it is by no means the sole matter to be considered. Only by understanding the other things that I have outlined in the two previous articles can the advertiser get a true perspective on the importance of price.

I have been told that if advertisers would solve the price problem there would be no battle of the brands. This is at once true and untrue. It is untrue to say that price alone created the present situation. It is true, however, that a solution of price difficulties would end the present confusion because it can be brought about only by the eradication of most of the other points which are troubling the antagonists.

The price situation is particularly acute at the moment because the prices of nationally advertised merchandise, in many instances, have not dropped proportionately to the drop in commodity prices. This is not true in all lines, of course. In many, such as tires, for instance, a field where the present battle is particularly acute, prices have dropped noticeably during the last year. In other fields, however, some products still stand at their 1928 and 1929 price levels, while commodity prices are down.

Actually, the advertiser is being unjustly criticized in many cases. Let us take a hypothetical box of corn flakes. How much of the total cost to the consumer is represented by the contents of the package? How much more of that cost is represented by labor, overhead, the cost of package mate-

rials, the cost of salesmanship? Obviously, it is unjust to criticize the manufacturer of corn flakes because he has not brought down his costs proportionately to the drop in the price of corn.

Unjustly or not, however, manufacturers are being criticized. Much of this criticism will fall of its own weight when commodity prices once more take an upswing, because just as the prices of advertised brands do not fall proportionately with commodity prices, neither do they rise proportionately with them.

## An Economic Criminal

Another symptom of depression that has exaggerated the present situation is the manufacturer who sells at cost or at a loss in order to get business. This manufacturer may not know his costs and thus may not realize that he is selling at a loss, or he may sell at a loss consciously in order to keep his factory running or to put competition out of business. Regardless of his reasons he is an economic criminal.

The PRINTERS' INK Publications have published several articles\* on this subject and the reader is referred to these articles for more detailed discussion.

These non-profit takers cause trouble because they enter a badly confused price situation and cut prices far below the profit level. Few distributors are far-sighted enough to see that these gentry are mere racketeers. Distributors are interested only in price and, instead of investigating, proceed to blame the advertiser, who is en-

\*"Eliminate the Non-Profitteer," PRINTERS' INK MONTHLY, October, 1930; "Profits Versus Price Cutting," PRINTERS' INK, March 13, 1930; "Economic Criminals and Economic Racketeers," PRINTERS' INK, Aug. 7, 1930; "Making the Other Fellow Take Losses Is a Stupid Policy," PRINTERS' INK, Oct. 2, 1930.

The first and second articles in this series of three appeared respectively in the issues of October 2, and October 9, 1930.

deavoring to make a profit, as an exorbitant profiteer.

However let us forget for the moment the non-profiters and the apparent disparity between commodity prices and the prices of finished products. Price was an important factor of unrest long before October, 1929.

In many cases, the prices of nationally advertised merchandise have been above those of similar merchandise sold under private labels. There isn't much use dodging that fact and trying to hide behind the excuse that private label quality hasn't been as good as that of the advertised brand. In many cases the excuse is valid. In others it isn't.

However, I don't think that this disparity of price worries wholesalers and retailers half so much as the double-dealing price tactics engaged in by certain advertisers. Let me quote, at second-hand, a banker who was prominent in chain-store mergers some time ago.

"When we started with Chain A," he said, "we had a carefully prepared list of price schedules which we compared with prices offered to wholesalers. We were surprised to see how much Chain A was favored by certain manufacturers. Then we took over Chain B. A comparison of their prices with those of Chain A showed that A had been pikers in their demands. When we took over Chain C we found that both A and B were pikers and that C had been getting prices undreamed of by the men who bought for A.

"We thought we were at the bottom when we studied A's prices. We found a new bottom when we took over B. Then we discovered still a new bottom when we acquired C. Is there any wonder that we believe there is no bottom to prices?"

While advertisers and chains have guarded prices very carefully, they have not been able to keep their concessions secret. It is easy enough to blame certain low prices to loss leaders, and undoubtedly they have played a big part in the present dissatisfaction, but loss leaders don't account for all price disparities. When one large chain

makes it a policy to sell a certain brand of nationally advertised merchandise to the consumers at prices lower than those at which the wholesaler can purchase in quantities, and when the chain follows this policy consistently, loss leaders aren't the explanation. But inside price is.

Let me cite another example. There is a certain Mid-Western wholesaler who buys merchandise for his own-label use from a manufacturer who is a national advertiser. This manufacturer puts the merchandise through one more process than is required for his nationally advertised products, packs it, labels it, and delivers at a price that allows the wholesaler to take a decent profit, gives the dealer a decent profit and yet permits the retailer to sell it in his stores at one cent a package less than he can sell the nationally advertised product made by the same manufacturer. It's hard to laugh off that one.

Once you get into a study of prices you can find examples of injustice on every hand. Not one, but dozens of national advertisers have been playing fast and loose with the price situation and today they are suffering the penalty. The mania for volume, which is at the root of so much of our present business difficulty, never showed its damaging effects so much as in its work in this contest between manufacturer and distributors.

#### **Making Wholesalers and Retailers Pay the Profits**

I might go on at length citing example after example of proved double-dealing in prices. Whether we like to admit it or not, there have been certain manufacturers who have sold to chains to get volume and have let the wholesaler and retailer pay the profits. It is consciousness of this fact that makes wholesalers and retailers so bitter.

Some of the more far-seeing among the manufacturers have done their best to correct the situation. One of the largest companies in the food field has followed a policy of consistent price revision. To do so, it has had to make ene-

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## THE BANKER IS IN YOUR PICTURE!

**RALPH STARR BUTLER**, Vice President of the General Foods Corporation, in a speech made before the Financial Advertisers Association said in part,—"So impressive have been the proofs of the power of advertising that modern banking organizations have come to realize that corporate assets based largely on public good-will are more enduring and more productive of assured profits than bricks and mortar, machinery, materials, and other forms of tangible values that have heretofore been considered essential as a basis for security values."

In developing Banker good-will many large corporations are going directly to the banker with their story. Naturally they use the A.B.A. Journal, the Bankers own publication.

\* \* \*

Let one of the men listed below tell you how the A.B.A. Journal can be helpful to your company.

\* \* \*

Alden B. Baxter, Adv. Mgr.  
J. Howard Snow  
New York, N. Y.

Charles H. Ravell,  
332 South La Salle St.,  
Chicago, Ill.

Cupit & Birch,  
Kohl Building,  
San Francisco, Cal.

846 So. Broadway,  
Los Angeles, Cal.



### One Hundred Thousand "Good Listeners"

An eminent authority speaking at the American Bankers Association Convention in Cleveland, referred to the Banker as a "listening post" of economic movement and the financial advisor of American business. Business men everywhere are coming more and more to consult with the banker on problems of their businesses.

And this is as it should be, for the modern banker is a good listener; progressive, alert, and eager for new ideas. That's why 100,000 of them read the *American Bankers Association Journal* each month.

Besides their banking affiliations these readers are owners and directors of more than 50,000 leading business corporations! Here's an audience for you—one well worth talking to!

\* \* \*

The *American Bankers Association Journal* reaches with individual subscriptions over 16,000 senior officers and bank directors in addition to a coverage of every member bank of the Association. Total net paid over 37,000.

\* \* \*

**AMERICAN BANKERS**  
Association  
**JOURNAL**

110 E. 42nd STREET NEW YORK CITY

EDITED BY JAMES E. CLARK



ALL OF WHICH  
I *Saw*  
PART OF WHICH  
I *Was*

THE HISTORICAL NUMBER, MARCH 1931, WILL COMMEMORATE THE COUNTRY GENTLEMAN'S 100 YEARS OF SERVICE TO AMERICAN AGRICULTURE

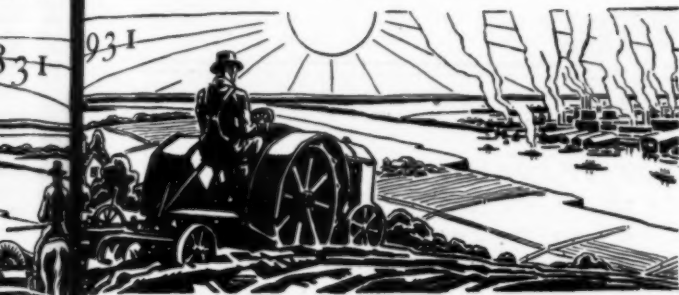
1831 — the first railroad just being built west, the Erie Canal only six years old; the McCormick reaper just invented and destined to make the sickle and scythe as obsolete as Tut-ankhamen; a vast public domain, the Louisiana Purchase, opened up to machine farming — 1831 ... the first reaper announced in a new magazine, The Genesee Farmer, progenitor of The Country Gentleman, founded in January of that year.

The Country Gentleman has seen the advent of every major development in American agriculture; from ox teams to tractors, from the

The Country Ge

THE HISTORICAL NUMBER, MARCH 1931, CLOSING FOR COLOR

CEMBER



idle and flail to the combine, from salt pork to filet of beef, from duroy roads to concrete highways, from candles to electric light.

For a hundred years the editorial columns of *The Country Gentleman* have been a continuous educational force on the farmer. "Eastern farmers," said this magazine in 1842, "will have to give up pork and in growing (except for their own use), for the West and South will produce them at a smaller cost." By 1860 Cincinnati was "Porkopolis" and "I heard," wrote a visitor of that far-off time, "the crack of the cattle driver's whip and the hum of the factory." This is one of the many examples of the early editorial leadership of *The Country Gentleman*.

1931 finds co-operative marketing . . . refrigerator cars . . . produce stations by radio . . . all-year-round roads . . . every possible mechanical invention to shorten the distance between the farmer and his market . . . accurate and scientific knowledge available to the farmer to lower his cost per acre. 1931—*The Country Gentleman* read in more than 100,000 homes!

The Historical Number of *The Country Gentleman* will commemorate 100 years of leadership in the agricultural and industrial development of this country. Throughout this length of time *The Country Gentleman* can truthfully say, "All of which I saw. Part of which I saw." The Historical Number will be of permanent value; of interest not only to its subscribers but also of interest to all thoughtful students of American progress. The authoritative nature of its contents earn for it a place in every library, public, private, college, historical.

# Country Gentleman

OR COLOR DECEMBER 25, AND FOR BLACK AND WHITE, JANUARY 10



**Larger runs—more returns.** While the presses are running, a few thousand additional form letters or mailing pieces add little to the final cost. Particularly if you select a stock wisely—one that gives you every advantage of performance on the press and faultless appearance, at a reduced cost.

Crisp, raggy in texture, loft-dried, GLACIER BOND is such a paper. Using it will reduce the cost per piece and enable you to reach more prospects.

Let us send you a sample of this very economical paper that feels, looks and performs far beyond its price class. Available in eight colors besides white.

# Glacier Bond

Use envelopes to match your stationery


*"Note the Tear and Wear as well as the Test"*

## NEENAH

### PAPER COMPANY

*Neenah, Wisconsin*

SUCCESSE BOND  
OLD COUNCIL TREE BOND  
CHRISTIAN BOND  
NEENAH BOND

Check the  *Neenah*

GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



mics among the chains, but it is sticking to its course and, significantly, it is one of the advertisers that is mentioned again and again by wholesalers as being among their friends.

For the moment let's dismiss price and turn to other policies that alienated wholesalers and retailers.

A few paragraphs back, I mentioned a manufacturer who was selling to jobbers for private-brand use at the same time he is advertising nationally. This is not unusual. Many manufacturers, still after volume, have done the same thing.

The most striking examples of this are to be found in the tire industry. Here is an industry which has its dealers up in arms because some of the leading manufacturers are making tires for mail-order houses and large oil companies at the same time that they are pushing nationally advertised brands among dealers.

These companies are asking dealers to sell in competition with organizations that cut prices and all the time the dealers know the companies are furnishing ammunition to their enemies. A pretty situation, indeed, and small wonder that the dealers are revolting and asking for a show-down.

It is the manufacturer's own business where he wants to sell—but if he sells private-label merchandise to compete with his own nationally advertised products he has little complaint if he finds few dealers to handle the latter. He is doing an injustice to advertising if he saddles it with all the costs inherent in doing business this way. Certainly he is cheapening advertising in the eyes of dealers and consumers.

I have referred to the tire industry because, at this moment, tire dealers are making themselves heard, but don't get the impression that the situation is confined solely to the one field. It is to be found in almost every field.

There are other ways in which advertisers have cheapened advertising in the eyes of dealers and wholesalers.

Take the matter of waste. A

few years ago, waste in dealer-helps was a by-word among wholesalers and retailers. They were flooded with material, often expensive material, which they had not asked for and couldn't possibly use, and which they quietly threw into the cellar until it was baled-up for the junk man. Manufacturers have changed their dealer-help policies radically but much damage has been done.

Another policy, followed by the less reputable advertisers, was that of promising dealers heavy advertising both nationally and locally and then, once the merchandise was stocked, welshing on the promise. This, happily, is disappearing from merchandising practice but memories of it linger.

Some of our best advertisers have been guilty of forcing tactics, of making dealers stock merchandise with no other argument than that it would be advertised. Such a practice left a bad taste in the dealer's mouth and didn't set well with the wholesaler because it savored so strongly of going over his head.

#### *Advertisers Are Careful of Their Promises Today*

Wild promises have been made, particularly in the days when "consumer demand" was a catch-word. Advertisers today are very careful of their promises but again they are suffering for something that happened years ago.

I might continue to catalog various abuses of advertising, some of them ethical, others downright chicanery. At no time have they been countenanced by wise advertisers but unfortunately the just and the unjust suffer alike from these abuses.

There is one trend that is being watched today with much interest and concern by many who are interested in the so-called battle of the brands. This is the trend among certain manufacturers to cut down on the number of their salesmen.

Their policy is justified by several circumstances. Today, the wholesaler offers a better type of salesmanship than he did a few years ago in the order-taking-sales-

man days. The good wholesaler of 1930 can really do a good selling job for any manufacturer if he feels that he can get a profit out of the job.

Today, also, it is possible to cover more ground with fewer salesmen since so much buying power is being concentrated in the chains. When a salesman can sell several hundred stores in one order he is doing something that would have taken days to do in pre-chain times.

A third factor in the decline of the salesman has been that he has been unable in many instances to justify himself. His expenses have gone up while his production in dollar sales has not gone up proportionately.

Economically, this trend is justified, but several persons I have talked to believe the policy unwise at the present time.

#### ***More Soldiers Needed***

"Right now," said one manufacturer, "what we need most are ambassadors—or, better, soldiers on the firing line. We've always had plenty of generals but the infantry really does the job. Therefore, I am considerably disturbed by the action of a number of advertisers in curtailing their sales forces at a time when I think salesmen are needed more than ever."

In this series I have tried to lump together some of the most damaging policies of national advertisers. I have intentionally made the picture black. Later on, in another article, I shall endeavor to point out some of the actions on the part of advertisers which counteract, to some extent at least, the actions outlined in this article. My purpose here, however, has been to show the weaknesses of certain policies and how they have accentuated the present antagonism.

Before finishing this article it may be well to sum up the situation as it stands.

Today the national advertiser has few friends and few enemies. He is faced by chains, wholesalers and retailers who are more peremptory in their demands. He finds wholesalers and retailers today better business men than ever be-

fore and strong enough to demand a showdown. He is in a critical period, a period which means much to the future of advertising as we know it. Worst of all, while wholesalers and retailers realize the value of national advertising, they are more and more refusing to handle nationally advertised merchandise on a non-profit basis.

Let me cite two instances taken from the grocery field:

There are a number of wholesalers who handle nationally advertised merchandise on a profit basis only. One of these follows this policy:

He has prepared an analysis of all the products he handles. Then he has put these products in three groups.

Group One contains what he calls his co-operative items. These items are products which give him a fair profit and will give the retailer a fair profit. These items are on the preferred list. He will push them and his salesmen will push them.

Group Two contains "neutral" items. On these he does not lose money but, on the other hand, they do not return him a fair profit. These he will not push although his salesmen may mention them in their talks to dealers.

Group Three contains "resistance" items. These are products which are sold at a loss or at no profit. They are products that are cut by the chains and that dealers don't want. Salesmen are instructed to discourage purchases of these products whenever possible. This list, significantly enough, is made up almost entirely of well-known advertised brands.

#### ***No Profit—No Delivery***

In Pennsylvania there is another jobber who is trying out a new plan. Spotted through his territory he has established a dozen cash-and-carry warehouses. When his salesmen get orders for "resistance" items they explain to dealers that the company makes no profit on these items and that it will not deliver them. However, the salesman points out, if the dealer will send his truck to one of the cash-and-carry warehouses



## FOOD FOR THOUGHT

The TRIBUNE annual Electric Cooking School will be held November 10, 11, 12, 13 and 14, in Oakland Municipal Auditorium. Thousands of housewives of the Oakland Market will attend this school, which is recognized as the outstanding event of its kind in Northern California.

At each session of the school, lectures will be given by nationally known home economics experts. A baking contest, with valuable prizes to winners, has been arranged.

Here is an opportunity to reach the buyers of the Oakland Market when their interest is centered on food and its preparation.

**Oakland Tribune**

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)

National Representatives

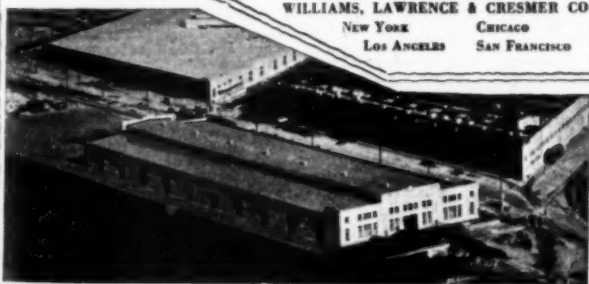
WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



he will there find a stock of the "resistance" items.

It would be possible to pick out other incidents showing similar practices. The two cited demonstrate clearly enough a new attitude on the part of the wholesaler. He is no longer on the defensive. In order to save his business, in order to make a profit for himself and afford a profit to his retailers, he has taken the aggressive.

In at least one large city I am informed reliably that there is a steady tendency to push nationally advertised merchandise over to the less reputable jobbers. As wholesalers have grown in strength and, through advertising, have built acceptance and demand for their own labels, they are more and more refusing to handle nationally advertised merchandise that doesn't give them a profit.

If they get an order for this merchandise they refer dealers to other jobbers. They are quite willing to turn business to these other jobbers because they know it is loss business and that these other jobbers can never offer serious competition so long as they carry on business on a basis of carrying short profit, no-profit or loss items.

Thus we find many advertisers putting more and more of their business in the hands of cheap jobbers, men who will carry any lines, who are here today and gone tomorrow. Certainly this type of effort won't do a great deal in raising the prestige of nationally advertised merchandise in the eyes of the dealer.

To add to the confusion of the situation is the fact that fields of distribution are overlapping. Grocery products are carried in drug stores, drug products in delicatessens. Companies have one price for one field, another for another. Policies cease to be clear cut.

Perhaps I have placed too little emphasis on the chain. The chain has caused much of the trouble—not intentionally but because of its better business methods. The chain has a big story of its own and this is being covered thoroughly in a series of articles by M. M. Zimmerman in **PRINTERS' INK**.

In many ways, however, the chain is one of the lesser factors in the present battle. The contest really is an issue between manufacturer on the one hand and wholesaler and independent retailer on the other. So long as the manufacturer can convince these two groups of the value of national advertising he need not worry greatly about chain distribution unless, perchance, he is one of those unfortunates who has built such large volume among the chains that they really dictate his business.

The present is black. The future, I believe, need not be so black. In fact, there are many indications at present that the situation can be remedied.

There are many possible remedies but so far no cure-all.

### Furriers to Continue Co-operative Campaign

Following the co-operative campaign conducted by six Washington, D. C., furriers under the name of the Master Furriers' Guild during the August fur sales, as mentioned in the August 28 issue of **PRINTERS' INK**, plans have been made by these furriers to continue the campaign through the rest of the year. "Regular monthly appropriations," those in charge of the campaign report, "have been established so that in all seasons profitable to the fur business, the Guild members will be represented to the public in such a way that when women buy furs they will deal with a 'furrier' and preferably a Guild member."

### Appoints Fairall & Company

Sargent & Company, Des Moines, Iowa, manufacturers of livestock and poultry feeds and minerals, have appointed Fairall & Company, advertising agency of that city, to direct their advertising account. Farm paper, newspaper, direct-mail and radio advertising will be used.

### Joins Los Angeles Agency

Richard C. Walter, formerly with the Bert Rose Printing Company, Los Angeles, has been made vice-president of the Ad-Staff Advertising Agency, Ltd., of that city.

### To Represent Elkhart "Truth"

The Elkhart, Ind., *Truth* has appointed the Devine-Tenney Corporation, publishers' representative, New York, as its national advertising representative, effective January 1, 1931.

If you have something to  
sell to the **WOMEN** of  
**SEATTLE** . . . note these

## SEATTLE TIMES "FIRSTS"

. . . as reported by De Lisser Bros. in their summary of Net Paid  
Linage carried by Seattle newspapers in the 8-month period end-  
ing August 31st:

### DEPARTMENT STORE

The Seattle Times . . .	1,755,536
2nd newspaper . . .	766,354
3rd newspaper . . .	467,166

### FURNITURE

The Seattle Times . . .	359,901
2nd newspaper . . .	166,673
3rd newspaper . . .	33,391

### WOMEN'S WEAR

The Seattle Times . . .	336,214
2nd newspaper . . .	186,155
3rd newspaper . . .	77,792

### JEWELRY

The Seattle Times . . .	212,428
2nd newspaper . . .	125,756
3rd newspaper . . .	50,976

### FOOD

The Seattle Times . . .	877,778
2nd newspaper . . .	466,583
3rd newspaper . . .	304,558

### DRUG STORE

The Seattle Times . . .	99,237
2nd newspaper . . .	61,066
3rd newspaper . . .	24,538

### MEDICINE


The Seattle Times . . .	427,725
2nd newspaper . . .	295,092
3rd newspaper . . .	215,084

**NOTE:** Other Seattle Times "linage firsts" for the 8-month period:  
Amusements, Automobiles, Auto Accessories, Beverages, Men's  
Clothing, Electrical Appliances, Financial, Hotels, Insurance, Real  
Estate, Transportation, Shoes.

## THE SEATTLE DAILY TIMES

O'MARA & ORMSBEE, Inc., National Representatives

New York      Detroit      Chicago      San Francisco      Los Angeles



**Bowlfuls of PEP—brimful of HEALTH**


Startled open the month with pep in your meals. Say yes to your muscles. Help yourself to health with a bowlful of Kellogg's Pep Bran Flakes.

A wonderfully balanced food with milk or cream. Brimful of health-building wheat—the substantiation of the words of health-builders when the vitality lesson is to help grow. With just enough bran to be wisely laxative—to help keep you feeling fit. And filled with the glorious flavor of PEP. The famous deliciousness that makes Kellogg's Pep Bran Flakes the best bran flakes you ever ate.

Use the flake to battle your tummy. Every one welcomes it. At every meal. Great for young girls and folks who are young.

Serve Kellogg's Pep Bran Flakes often. For pep! For health! Look for the red-and-green package in your grocer's. Made by Kellogg in Battle Creek.

**Kellogg's**  
**PEP BRAN FLAKES**



Ingredients—Kellogg's Pep Bran Flakes are wholly natural. All bran—marketed Kellogg—products of bran and processed in culture with proprietary and retaining composition.

# KELLOGG'S PEP

## *goes to college*

● Picture a million and more students the country over—breakfasting around the tables at the thousands of fraternity and sorority houses . . . . . lunching in the college commons and refectories . . . . . dining in the campus clubs and tea shops. And all of them preferring Kellogg's Pep Bran Flakes to any other cereal.

The college man now makes that early eight o'clock class with plenty of pep and zip. The college girl has learned the diet value in Pep Bran Flakes. The athlete knows why his coach insists upon this food in days of training, for he feels physically

fit and has the old drive on the field. . . . Yes, the entire college crowd insist upon this healthful, wholesome breakfast food.

Why? Kellogg's have studied this student market—appreciate its present potentialities as well as the importance of these millions of young, active men and women as future buyers of foods . . . and reach them through the pages of COLLEGE HUMOR MAGAZINE.

MANUFACTURERS  
OF  
CORNFLOES  
PEP BRON FLAKES  
ALL BRAN  
CRACKED WHEAT BRIOU  
WHEAT CHUCKLES  
RICE CRACKLES  
RAISIN AND COFFEE

**Kellogg's**

BATTLE CREEK, MICHIGAN

PLANTS  
BATTLE CREEK, MICHIGAN  
CHICAGO, ILL.  
MONTREAL, CANADA  
SYDNEY, AUSTRALIA

October 2, 1930

College Humor,  
1050 N. LaSalle St.,  
Chicago, Ill.

Gentlemen:

Two or three years ago we decided to go into the college field with our advertising. It was our thought that this offered a new outlet for Kellogg's Pep Bron Flakes, Corn Flakes, All-Bran, and our other products.

Last year in preparing our 1930 program we added College Humor to the list feeling that it would fill a definite want in that particular field. We are pleased to say at this time that the results of our efforts through College Humor have been most pleasing. We are particularly appreciative of the splendid promotion service extended to us and are confident that this has been most helpful in making the Kellogg campaign on Pep Bron Flakes in your publication produce the maximum results.

Thanking you again for your interest, we are,

Yours very truly,

*W. H. Kellogg*

WHE

**College Humor**  
MAGAZINE

# THE YEARBOOK ISSUE

**JANUARY 1, 1931**

**An Institution throughout  
the entire Steel Industry  
PRODUCTION • PROCESSING  
DISTRIBUTION • • • USE.**



**Use enough space to tell  
the complete story of  
your product or service  
• • Make this the Master  
advertisement of the year.**

**Forms start  
to press  
Dec. 15th  
Copy due  
Dec. 1st.**



Old enough to know the great  
traditions of steel . . . young  
enough to lead the industry  
in a modern age.

## IRON TRADE REVIEW STEEL

Published Every Thursday

BRANCH OFFICES: NEW YORK • PITTSBURGH • CHICAGO • SAN FRANCISCO • LONDON

Other Penton Publications:

Daily Metal Trade • The Foundry • Machine Design • Abrasive Industry • Automotive Abstracts • Marine Review • Power Boating



A PENTON  
PUBLICATION  
CLEVELAND

## Changes in Executive Staff of Campbell Soup

The board of directors of the Campbell Soup Company, Camden, N. J., has created a new executive position, namely, chairman of the board of directors, which will be occupied by Dr. George M. Dorrance, brother of the late Dr. John T. Dorrance.

Arthur C. Dorrance, former vice-president and general manager, becomes president and Heberton L. Williams will serve as vice-president in addition to his former position as treasurer. Mrs. J. T. Dorrance, widow of Dr. Dorrance, has been elected a director of the company to fill the vacancy caused by the death of her husband.

## Earl Swalley Appointed by Associated Farm Papers

Earl Swalley, for twelve years advertising manager of *Wallace's Farmer*, Des Moines, prior to that publication's consolidation with *The Iowa Homestead*, has been appointed Western manager of Associated Farm Papers. His headquarters will be at Chicago. He succeeds Frank H. Bell, who has resigned to become advertising manager of the *Pacific Rural Press*.

## D. A. Dobie, Jr., Publisher, Motion Picture Magazines

Duncan A. Dobie, Jr., vice-president of Motion Picture Publications, Inc., New York, has been elected publisher of *Motion Picture Magazine* and *Motion Picture Classic*, both published by that company. He has been with this company for the last sixteen years as an executive.

## MacKinnon Advertising Art, New Business

M. MacKinnon, Jr., and H. Metzendorf have opened an art studio at 32 West 47th Street, New York, under the name of MacKinnon Advertising Art. Mr. MacKinnon has been art manager of Batten, Barton, Durstine & Osborn, Inc., and Lennen & Mitchell, Inc., New York advertising agency.

## Death of W. J. Eldridge

William J. Eldridge, for forty-five years with the Hardwick & Magee Company, Philadelphia, rugs, died at the age of seventy-one. At the time of his death he was vice-president in charge of advertising of the company. Mr. Eldridge was a charter member of the Poor Richard Club of Philadelphia.

## R. S. Sterling Elected to Federation Board

Ross Shaw Sterling, publisher of the *Houston, Tex., Post-Dispatch*, has been elected a member of the board of directors of the Advertising Federation of America. Mr. Sterling is the Democratic nominee for Governor of Texas.

## Agency Association Sponsors Series of Group Meetings

The American Association of Advertising Agencies is sponsoring a program of media, accounting and radio group meetings for agency personnel. The plan is an extension of a program tried last year when media department managers met together.

Each of the five district councils, New York, New England, Philadelphia, Western and Southern, will organize groups in each of the three fields. The first meetings will be held during the latter part of October and early in November.

The group meeting plan is enabling the association to extend the benefits of association work beyond the principals of member agencies to their staffs. Subjects for discussion will be selected on the basis of greatest importance, and meetings will be held as often as important questions need attention. John Benson, president of the association, or F. R. Gamble, executive secretary, will be present at all meetings to present material.

## H. W. Hoover Heads American Society of Sales Executives

H. W. Hoover, president and general manager of The Hoover Company, North Canton, Ohio, was elected chairman of the American Society of Sales Executives at its annual conference held October 9 to 11 at White Sulphur Springs, W. Va. M. L. Havey, general sales manager of the New Jersey Zinc Company, New York, was elected secretary and R. D. Keim, general sales manager of E. R. Squibb and Sons, New York, was made treasurer.

The following men, together with the above officers, comprise the executive committee: F. C. Beckwith, vice-president of the Hamilton Watch Company, Lancaster, Pa.; B. A. Franklin, vice-president of the Strathmore Paper Company, Mittineague, Mass.; W. I. Goodwin, General Food Sales Company, Inc., New York, and T. J. Reynolds, vice-president of the Diamond Match Company, New York.

## G. W. MacIntyre Joins Hanson & Company

George W. MacIntyre, formerly manager of the Philadelphia office of the Rapid Electrotape Company, has become associated with Hanson & Company, Philadelphia, now operating as the Electrotape division of the Progress Plate Making Company.

## Cooking Ware Account to Ayer

The Vollrath Company, Sheboygan, Wis., manufacturer of enamel and cast-iron cooking ware, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

John H. Wildfong, formerly with *Grip*, Toronto, has joined *Milling* in Canada, also of that city.

## Retailers and Jobbers Called to Hello World Convention

**W.** K. HENDERSON'S crusade against the chain stores has now reached the convention stage. What with difficulties in broadcasting, the commercial depression and the general tendency of most people to rest during the summer—especially from agitations—business in and around Station KWKH has not been as good as the Fighting Colonel likes to have it.

Consequently there has been issued an invitation to jobbers and retailers—everybody, in fact, who loves the old home town and is ready to help put a kink or two in the tail of the Wall Street octopus which the Colonel accuses of being back of the chain-store interests—to be in Shreveport on October 21, 22 and 23 and have a good time, at their own expense.

Those who attend the convention are promised the privilege of listening to some speeches by men whom Mr. Henderson calls "national characters." He has not yet announced the program, but thinks that "Jim" Reed, former United States Senator from Missouri, will be among those present. The announced purpose of the convention is to "cement general opposition to the chain store and other monopolies." Up to this time, Mr. Henderson has confined his activities to fighting the chain store, but now it seems that other corporations will also feel the weight of his displeasure.

The dealers and jobbers are being told that this will afford them a real opportunity to see the Hello World broadcasting station in actual operation with the Colonel at the microphone. It is also promised that all who will make the trip will have the privilege of meeting him personally.

Mr. Henderson says he has arranged for a low round-trip rate on practically all the railroads in the country and expects that Shreveport will be overcrowded by visitors on that gala occasion. If

past performances from the vicinity of Shreveport are any indication, the convention will be a huge success, in numbers at least. It is quite the fashion to become a bit sarcastic or cynical in discussing Hello World activities, but they usually reach their objectives. Probably, therefore, the chains will hear a lot about themselves during the latter part of this month.

## Change in Representation of Youth Magazines

The Educational Advertising Company, Inc., New York, has discontinued its representation for The Open Road for Boys Publishing Company, publisher of *The Open Road for Boys* and for The Scholastic Publishing Company, publisher of *The Scholastic* and *St. Nicholas*.

*The Open Road for Boys* has opened its own offices in the Chanin Building, New York, with Leverett S. Gleason, advertising manager, in charge. The Scholastic Publishing Company, has taken over the offices of the Educational Advertising Company at 55 West 42nd Street.

G. Herbert McCracken will be director of advertising of *The Scholastic* and *St. Nicholas*. S. Z. Oppenheim has returned from Chicago to be advertising manager and Richard D. Mathewson and Don Roberts have been appointed assistant advertising managers.

*The Scholastic* and *St. Nicholas* will be represented in the Western territory by Raymond E. Lee and William Wright, with offices at 360 No. Michigan Avenue, Chicago. Mr. Lee was formerly with the Conde Nast Publications and F. E. M. Cole, Inc. Mr. Wright has been with Electrical Research Products.

## A. M. Runyon and R. A. Porter Join Schwab and Beatty

A. M. Runyon and Richard A. Porter have joined Schwab and Beatty, Inc., advertising agency, New York. Mr. Runyon becomes account representative and Mr. Porter, associate art director. They were formerly with Robinson, Lightfoot & Company, Inc., advertising agency, of that city, which recently was dissolved.

## Chikora Account to Wilson & Bristol

The Dry Milk Company, Inc., New York, has appointed Wilson & Bristol, Inc., advertising agency of that city, to direct the advertising of its Chikora dry skim milk for poultry and stock feeding. Poultry journals will be used.

## Now John F. Price & Co.

The name of The Price-Hannah Company, Chicago advertising agency, has been changed to John F. Price & Company.

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In 1931

# Mold the Banker's Opinion

- to secure good dealers
- to assist dealer financing
- to obtain better acceptance of sales paper
- to win banker's recommendation to prospects
- to sell banks or bankers directly

The Burroughs Clearing House  
is the outstanding banking pub-  
lication reaching over 73,000  
executives in the 25,000 banks

## *The* Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT



## Poster Contest Winners Announced by Chicago Advertising Council

**P**RIZE winners in the first annual National Exhibit of Poster Art, sponsored by the Advertising Council of the Chicago Association of Commerce, were announced this week. A poster advertising Oxydol, product of the Procter & Gamble Company, Cincinnati, was awarded first prize. A bronze plaque will be presented to the Procter & Gamble Company and in duplicate to the artist, Marshall Reid, of Chicago.

Second place was won by Allyn's, Portland, Oreg., for an advertisement of Oriental jade. It was by Miss Dolf Royal, of that city. The Liggett & Myers Tobacco Company, New York, received third prize for a poster advertising Chesterfield cigarettes. It is a portrait of a tennis girl by C. C. Chambers, of New York. Bronze plaques will also go to these two advertisers and the artists.

Ten others were cited for honorable mention. These were posters for the following companies: San Francisco Fruit Growers Association, tropical fruits, by Mildred Lewis Wilson; Carter, Macdonald & Company, insurance brokers, by Leonard B. Hamshaw; General Foods Corporation, Maxwell House Coffee, by Leon Gordon; James S. Kirk & Company, American Family Flakes, by Waldo Bemis; General Motors Corporation, General Motors radio, by A. J. Feinburg; Procter & Gamble Company,

Chipso, by Andrew Loomis; Kellogg Switchboard & Supply Company, Kellogg radio, by G. Reid and Fred Gray; Colgate-Palmolive-Peet Company, Palmolive soap, by Charles Jarrett; Shell Petroleum Corporation, Shell motor oil, by Andrew Loomis; and a second poster for Chesterfield cigarettes by C. C. Chambers.

Of the 350 paintings originally entered, 100 were selected by the jury for the exhibit. These, which include the winners of prizes and honorable mention, are on display this week at Chicago. Subsequently the exhibit will become a traveling one and will appear in various cities throughout the country.

### *To Repeat the Contest*

The campaign was open to posters produced since January 1, 1929. It is planned to repeat the contest and exhibit in succeeding years.

Percy B. Eckhart, vice-president of the Art Institute of Chicago, was chairman of the jury of awards. Oscar M. Bryn, vice-president and art director of Erwin, Wasey & Company, Ltd., Duane Wanamaker, vice-president in charge of advertising of the Grigsby-Grunow Company; Mark Seelen, art director of the General Outdoor Advertising Company; and Will Carqueville, art director of George Enos Throop, Inc., were the other members of the jury.

# WHAT IT MEANS—

The increasing interest in Fancywork  
as reflected in a

## 22 per cent GAIN

in cash, for a period of 12 months  
ending August, 1930, from sales to  
our own housewives—1,000,000 of  
them—means that these dis-  
criminating home-makers are more  
susceptible today than ever before  
to the sales message of logical  
merchandise.

CHAS. W. CORBETT

Advertising Director

# NEEDLECRAFT

*the Magazine of Home Arts*

Boston  
Burr, Corbett & Dutch  
294 Washington St.

San Francisco  
Blanchard-Nichols-Coleman  
Munster-Dulin Bldg.

New York  
Chrysler Building

Atlanta  
Blanchard-Nichols-Coleman  
Grant Bldg.

Chicago  
Blanchard-Nichols-Coleman & Johnston  
Palmolive Bldg.

# A Straight Road to

## announcing Preferred Quality Magazines

### *Best minds?*

▼ They are leaders in all lines of activity, of course, and they are all faced by a common necessity. Each must get the viewpoints of other good minds, must follow the progressive thinking of the world, must understand how the best thought is prevented from bearing full fruit because of ignorance, prejudice and stubbornness. This means a growing demand for publications which appeal to good brains. Brains are more in style now than ever and thought provoking magazines have more influence today than ever.

▼ A group of four magazines offers one straight road to the best minds. These four publications are grouped under the title of "Preferred Quality Magazines" in order to offer their advertising pages as a group unit. Three of them, *Atlantic Monthly*, *Harpers Magazine*, and *Scribner's Magazine*, have been known in recent years as the "Quality Three." Now *Current History* is added and the group name changed to "Preferred Quality Magazines."

(This change effective with January 1931 issues)

# Lead the Best Minds

▼ Ultra modern publications. Not "high brow" but keenly alive. The highest standards of writing, vivid, understandable, and inspiring English, fact and humor, magazines made for the modern progressives.

▼ Preferred Quality Magazines, as a group unit, offer their advertising pages to advertisers of meritorious articles and services. These four magazines are good-will builders of the highest grade. As they offer a straight road to the best minds through their editorial content, they likewise are an important avenue to a very fine group of commodity purchasers—intelligent selectors of merchandise, mark you, people whose selection is very apt to influence the purchases of others. People of good brains always influence others. *The purchasing power of these readers may be in proportion to their numbers while their influence on purchasing may well be in much greater proportion.*

ATLANTIC MONTHLY  
CURRENT HISTORY

HARPERS MAGAZINE  
SCRIBNER'S MAGAZINE

## PREFERRED QUALITY MAGAZINES

*(A Straight Road to the Best Minds)*

597 Fifth Avenue, New York

30 N. Michigan Avenue  
CHICAGO

8 Arlington Street  
BOSTON

617 W. 7th Street  
LOS ANGELES

If You Try to Cover  
Hudson County  
New Jersey  
Without  
The

**Jersey Observer**

It Will Result  
in More Effort  
Than Coverage



*National Representatives*

**GILMAN, NICOLL & RUTHMAN**

**New York   Boston   Chicago   Detroit   San Francisco**

## Selling a Merchandising Idea Oversold the Product

**The New Haven Clock Company Shows What Confidence Can Really Do  
When Merchandised**

As Told to Roy Dickinson by

**C. A. Curtis**

**Sales Engineer, The New Haven Clock Company**

**A**T a time when confidence in the future of the business of the country is being highly recommended as a business tonic, we here at the New Haven Clock Company have shown what confidence can really do when merchandised.

Starting six months ago with a new line of electric clocks, priced \$7.95 to \$75, we have booked wholesale orders for approximately 90,000 clocks and are at the present time behind in our orders. As a matter of fact, we have sold more clocks than we can deliver at this time.

This sales record was due to three things: (1) Confidence in the names New Haven and Westinghouse; (2) Confidence in the sales and merchandising plan; (3) Confidence in the product itself.

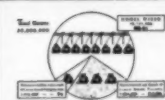
Now let us see how our own tremendous confidence in these three things was translated into distributor and dealer confidence.

The New Haven Clock Company has had a continuous corporate history for 113 years. The Westinghouse Electric & Mfg. Company is an outstanding name in the manufacture of electrical goods. These two names together mean electric clocks. It doesn't require much imagination to see that this was one of our biggest selling assets.

Our merchandising plan and sales policy were the result of months of careful analysis and study. Our sales territory, the United States, was broken into forty-six basic territories, and the

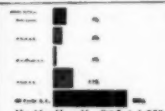
potential of each territory was arrived at only after careful survey of over twenty factors. We hand-picked the wholesalers in each territory that we wanted. Out of close to 200 desirable wholesalers

**The Vast  
Sales Possibilities  
of these  
Electric Clocks**

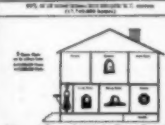


### How Many Hours are Parents?

© 1998 Blackwell Science Ltd *Journal of Internal Medicine* 243: 395–401



### How Many Homes Have "60 Cycle A.C.P."



### What is the Potential Market for Electric Cycles?

**Expenditures:** Spring 2001: \$100,000.00; 2002: \$100,000.00. A. C. course and a portable unit of only 1 student study per term, no more in the immediate period of 7,000.00.

For more information, please call 1-800-368-6868 or visit [www.3m.com](http://www.3m.com). We value your suggestions in improving 3M's customer service.

A detailed description of these can be found  
in the book on technology.

• **Continuing education credits**

\*\*\*\*\*

© Prices as low as \$7.95 and \$9.95 on paperback.

Religious values and ethnic identity of youth

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Right across the road are two big new  
malls called the Mall of America.

THE NEW HAVEN CLOCK CO.  
NEW HAVEN, CONN.

*A Page from the Sales Portfolio Showing the Potential Market for the Clocks*

we have contacted, we have lost only three.

The first step in our modern merchandising plan was to cut down the resistance that the wholesaler would encounter when he told the story to the retailer. So we prepared a series of three mail-

ing pieces, imprinted with the wholesaler's name, and sent out by the wholesaler to his selected accounts. Then we armed the wholesaler's salesmen with elaborate portfolios containing the entire story, and with actual samples of our literature and promotional material.

We asked our wholesalers to establish, wherever possible, authorized dealers who would purchase a fixed assortment of our goods.

Our consumer advertising divided itself into two classifications: National advertising and point-of-sale advertising. We did not propose to spend tremendous sums on national advertising until such time as our distribution warranted it, but we did feel that the dealer was entitled to a complete program in his place of business.

Point-of-sale advertising, or dealer advertising, has four contact points with the consumer:

1. Window display.
2. Counter display.
3. Clerks' knowledge of the product.
4. Local newspaper or circular advertising.

For real effectiveness these four elements should be applied simultaneously, so we supplied the dealer with a beautiful window display, a counter display, a booklet written especially for the clerk, and a series of advertisements for local insertion. Also on each and every clock there appears a tag or seal on which are printed the salient selling points of that particular model.

When the dealer was established we enlisted the aid of his local newspaper by advising it of his connection with us and sending it proofs of the available mats, the effect being that the paper in turn solicits the dealer and keeps him aware of our product.

In addition to this we furnish the dealer with several small counter display pieces and mailing literature.

The result of this planned merchandising was that our wholesalers signed up over 1,000 authorized dealers before they had even received samples of the merchandise itself.

The product itself is the result

of two years of laboratory and research work that I shall jump over quickly in order to emphasize my first point about confidence. In our selling we have stressed greatly the sales possibilities of electric clocks. We gave them the figures and the number of homes that were wired and which had regulated current.

This experience has proved again that even in times of depression the wholesaler and the retailer are interested in new profit possibilities. It has made clear the fact that when a salesman thinks of a prospect only as a buyer of what he has to sell, he is limiting his own sales. The man who will not buy is always anxious to sell at a profit.

We think it essential that the salesman's point of view about selling the retailer be changed and that he must think of himself as a sales manager offering new profits to the man he calls on. Retailers buy merchandise, not for their own use, but to sell to their customers at a profit.

If there is any moral to this story it is this: A good product at a fair price can be sold even in times like these, if the salesman is given ammunition in the way of ideas and planning, and can be taught to think in terms of helping the retailer to sell at a profit.

### Death of M. A. McRae

Milton A. McRae, co-founder of the Scripps-McRae League of Newspapers, predecessor of the Scripps-Howard Newspapers, died on October 11 at La Jolla, Calif. He was seventy-two years old.

Mr. McRae started his newspaper career as a reporter in Detroit, serving on the *Tribune*, *Free Press* and *News* in that city. Later he became advertising manager of the Cincinnati *Post* where he began his association with the late E. W. Scripps. He was a former president and one of the founders of the Boy Scouts of America.

### "Building Supply News" to Become a Monthly

*Building Supply News*, Chicago, published by Industrial Publications, Inc., will be changed to a monthly publication, effective November 1.

Industrial Publications has purchased from National Trade Journals, Inc., New York, *Building Material Marketing*, a dealer publication. This will be consolidated with *Building Supply News*.

# \$60,000,000 CROP MOVES TO MARKET

**T**HE ripening citrus crop in Florida is estimated at 20 million boxes. Shipments have started and millions of dollars in cash will soon be coming back to Florida growers.

Tampa is the center of the Florida Citrus Industry. 75% of the entire crop is grown in the Tampa trade territory and a large portion of the cash return comes directly into Tampa. Thousands of growers will soon have funds to spend for necessities and luxuries of every sort.

The Tampa Morning Tribune completely dominates the great south and central Florida citrus belt. Tampa is at the heart of Florida's productive area and in the hearts of 120,000 Tampans and 11,000 citrus grove owners is the Tampa Morning Tribune.

## 1930 Federal Census

Tampa and suburbs... 119,000

100 mile Trading Zone 750,000

# TAMPA TRIBUNE

**S. E. THOMASON, Publisher**  
**TAMPA, FLORIDA**

The Beckwith Special Agency,  
National Representatives — New York,  
Philadelphia, Atlanta, Detroit, St. Louis,  
Kansas City, San Francisco.

The Sawyer-Ferguson Company,  
Chicago Representatives.



## Chain-Store Sales for September

Company	Sept. 1930	Sept. 1929	% Chg.	9 Months 1930	9 Months 1929	% Chg.
Great Atl. & Pac...	\$77,022,658	\$75,245,845	+2.3	\$800,168,990	\$750,945,457	+6.5
F. W. Woolworth...	22,352,534	22,264,336	+0.4	196,466,061	205,042,307	-4.1
Kroger Grocery to Sept. 27 .....	19,930,175	21,426,805	-6.9	196,479,070	209,552,933	-6.2
Safeway Stores ...	17,974,158	18,942,644	-5.1	165,447,527	159,374,501	+3.8
J. C. Penney ....	15,955,662	18,244,571	-12.5	130,414,312	132,380,338	-1.4
S. S. Kresge ....	11,265,218	11,971,088	-5.8	101,015,229	104,303,598	-3.1
American Stores ..	10,301,482	10,379,790	-0.7	104,701,956	104,661,761	...
First National Stores	10,200,759	10,016,930	+1.8	82,374,588	71,699,833	+14.8
MacMarr Stores ..	7,063,601	7,293,838	-3.1	64,960,880	63,475,497	+2.3
National Tea ....	6,850,862	7,012,045	-2.3	63,442,049	66,465,052	-4.5
S. H. Kress ....	5,478,003	5,363,290	+2.1	45,978,362	44,547,584	+3.2
W. T. Grant ....	5,286,353	4,776,755	+10.6	45,493,453	41,237,620	+10.3
Walgreen Company	4,082,342	3,927,688	+3.9	38,686,746	33,120,920	+16.8
McCrory Stores ...	3,280,888	3,581,891	-8.4	29,219,677	29,760,117	-1.8
F. & W. Grand-Silver	2,748,980	2,409,989	+14.0	25,168,902	19,458,560	+29.3
Daniel Reeves ....	2,315,482	2,326,846	-0.5	25,330,665	24,672,126	+2.6
J. J. Newberry ....	2,386,329	2,203,895	+8.2	19,369,828	17,487,496	+10.7
Schulte-United ....	2,276,064	1,795,977	+26.7	18,191,345	11,063,544	+64.4
Melville Shoe ....	2,186,108	2,003,265	+9.1	21,097,025	18,621,253	+13.3
Childs Company ...	2,135,571	2,400,108	-11.0	19,939,873	20,861,030	-4.4
Con. Retail Stores	2,093,632	2,206,563	-5.1	16,082,487	15,572,903	+3.2
McLellan Stores ...	2,036,966	1,909,754	+6.6	15,767,726	14,839,767	+6.2
Lerner Stores ....	1,934,364	1,415,685	+36.6	17,160,776	12,296,311	+39.6
Diamond Shoe ....	1,757,933	1,460,114	+20.4	13,507,487	11,999,810	+12.4
Lane Bryant ....	1,471,671	1,280,689	+14.9	12,709,118	11,480,456	+10.7
G. C. Murphy ....	1,343,980	1,335,917	+0.6	11,126,751	10,213,915	+8.9
Peoples Drug ....	1,315,029	1,260,945	+4.2	12,275,349	11,042,327	+11.1
G. R. Kinney ....	1,292,626	1,516,560	-14.7	12,737,006	14,232,003	-10.5
Waldorf System ...	1,288,971	1,323,442	-2.6	11,812,254	11,811,843	...
J. R. Thompson ....	1,215,361	1,281,855	-5.2	11,224,363	11,772,110	-4.6
Southern Grocery...	1,199,100	1,311,500	-8.5	12,081,415	11,347,179	+6.4
David Pender ....	1,191,858	1,202,717	-0.9	11,507,661	11,307,785	+1.7
Neisner Bros. ....	1,166,517	1,236,325	-5.6	10,573,723	9,469,810	+11.6
Jewel Tea ....	1,099,650	1,156,730	-4.9	10,709,254	11,358,876	-5.7
Nathan Strauss, Inc.	737,295	582,593	+26.5	6,645,015	5,334,700	+24.5
Am. Dept. Stores..	723,378	766,043	-5.6	6,290,338	6,578,320	-4.4
Schiff Company ....	680,140	686,030	-0.8	7,000,933	6,026,936	+16.1
Bickfords, Inc. ....	494,409	472,525	+4.6	4,322,778	3,925,908	+10.1
Exchange Buffet ...	492,347	502,402	-2.0	4,783,129	4,801,482	+0.3
Edison Bros. ....	474,551	349,569	+35.7	3,313,529	2,633,835	+25.8
Sally Frocks ....	414,564	369,270	+12.2	3,439,935	2,594,615	+32.5
Winn & Lovett ....	381,294	485,935	-21.5	4,134,802	4,607,069	-10.2
Kline Bros. Co. ....	346,909	417,172	-16.8	3,034,980	3,158,917	-3.9
Nat'l Shirt Shops..	302,512	310,005	-2.4	3,137,880	2,977,963	+5.3
B/G Sandwich Shops	265,400	242,400	+9.4	2,436,900	2,280,100	+6.4
M. H. Fishman ....	177,395	171,356	+3.5	1,410,052	1,210,370	+16.4
Kaybee Stores ....	146,969	145,901	+0.7	1,178,718	945,637	+24.6
Morison Elec. Sup.	145,928	222,918	-34.5	1,334,442	1,357,693	-1.7
Total .....	257,283,978	259,210,871	-7	2,425,685,339	2,345,910,167	+3.4

Sales of F. W. Grand-Silver include those of the fifty-two stores in Canada of the Metropolitan chain which F. W. Grand-Silver has acquired. The Metropolitan chain will concentrate on the development of the ninety-five stores remaining in the U. S. There are now 111 F. & W. Grand stores in operation compared with ninety last year and forty-five Isaac Silver & Bros. stores as compared with forty-three last year. Including the Canadian Metropolitan stores, this chain therefore now has 208 stores in operation compared with 133 last year.

## NUMBER OF STORES IN OPERATION

	END OF SEPTEMBER			END OF SEPTEMBER	
	1930	1929		1930	1929
Safeway Stores:			S. H. Kress .....	211	198
Stores .....	2,705	2,561	G. C. Murphy .....	162	149
Markets .....	1,571	1,363	Peoples Drug .....	118	115
J. C. Penney .....	1,446	1,337	J. R. Thompson .....	120	121
S. S. Kresge .....	665	537	Childs .....	111	108
Melville Shoe .....	496	447	Neisner .....	70	52
W. T. Grant .....	318	258	Schulte-United .....	100	87
McLellan .....	276	252	B/G Sandwich .....	42	39
McCrory .....	240	240	Exchange Buffet .....	35	33
M. H. Fishman ....	25	21			

# IN 13 MONTHS

**T**HE Daily Times has established itself as an extraordinarily effective advertising medium in Chicago, and by attracting 162,000 readers proved that the tabloid pattern need not imply any variation from the best standards of news and feature treatment.

**DAILY ILLUSTRATED TIMES**  
CHICAGO'S PICTURE NEWSPAPER

National Representatives

THE SAWYER-FERGUSON CO.

Palmolive Building  
CHICAGO

295 Madison Avenue  
NEW YORK

%  
Chg.  
7 +6.5  
7 -4.1  
3 -6.2  
1 +3.8  
8 -1.4  
8 -3.1  
1 ...  
3 +14.8  
7 +2.3  
2 -4.5  
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0 +10.3  
0 +16.8  
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# Neck and neck again

**N**IP and tuck against a field of speedy rivals . . . it's FLASH that counts today! A day saved in a price change announcement — thousands of dollars gained! Hours ahead with a new policy — thousands of customers swung into line!

"Let's tell them with a Multigraph campaign." Idea at one p. m. — proof O. K. at two-thirty—letters in the mail at five-thirty p. m. — that's a fair sample of the way many a sales and advertising executive is beating competition today . . . reaching preferred prospects promptly with individualized selling material.

Rapid typesetting—rapid printing or typewriter reproduction—rapid addressing — rapid folding — the Multigraph line includes COMPLETE equipment for swift action in reaching selected markets.

Ask any Multigraph representative to tell you how leading national advertisers are using Multigraph equipment for modern selective selling.

The American Multigraph Sales Co.  
1800 East 40th Street Cleveland, O.

The Multigraph Sales Co., Limited  
137 Wellington St., W.  
Toronto, Ontario

(Or consult your telephone directory)



With speed and economy the Addressing Multigraph writes the letter, fills in an exactly matched name, address and salutation, completes it with a convincingly personal signature, and addresses the envelope.

get

TA

# ains **COMPETITION**

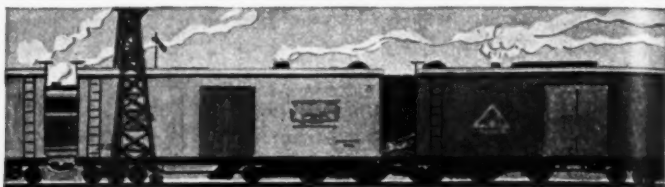


get your extra speed with

**THE MULTIGRAPH**

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# LA GRANDE



## Northeastern Oregon's Commercial and Shipping Center

Railroading, lumbering, manufacturing, and agriculture—all centered in La Grande's rich trading area, provide its residents with ample income to buy any advertised goods.

Railroading means an annual \$1,400,000 payroll and manufacturing (including two of Oregon's largest saw mills) another \$5,000,000 payroll. Agriculture adds a yearly income of \$7,595,000 and lumber another \$4,000,000. Such diversification of income means twelve month payrolls for this La Grande territory of 26,000 people.

La Grande is the natural geographical point for the largest Union Pacific Railway Shops between Portland and Salt Lake City; it is the commercial center for Northeastern Oregon, with 102 retail stores doing a \$12,300 business daily (Sundays included); 28 branches of the nation's largest chain store organizations are in La Grande.

A. B. C. member, only daily in both Union and Wallowa Counties, the Observer reaches 83% of the La Grande families, and better than one out of every two families in trading area. Associated Press Service, NEA Service, and a host of fine features, makes the Observer as modern a newspaper as its readers.

## La Grande Observer

Every day 232,924 Oregon buyers read these thirteen Mogenssen Newspapers:

Albany Democrat-Herald	La Grande Observer
Ashland Tidings	Medford Mail Tribune
Astoria Astorian-Budget	Oregon City Enterprise
Eugene Register	Pendleton East Oregonian
Grants Pass Courier	Roseburg News-Review
Klamath Falls Herald-News	Salem Capital-Journal
	The Dalles Chronicle

M-C MOGENSEN & CO., Inc.

New York  
Chicago  
Portland

San Francisco

Detroit  
Seattle  
Los Angeles



YOU'LL LEARN ABOUT ASTORIA NEXT!

E

# Wanted—Retailers Who Are Not Afraid to Be Undersold

The Retail Trade Is Juggling with Its Merchandise, Methods and Future, Entertaining a Bored Crowd That Is Sure to Leave It Flat When the Time Comes to Collect

By Edward J. Brooks

"YOU may be right in contending that the retailer is 'the new leader in the clothing business' but do you, or does he, know where he is leading the business?"

The above letter was accompanied by a batch of newspapers from New York, Philadelphia, Rochester, Buffalo, Chicago and Minneapolis. I have spent two days in reading them and the trade papers covering the same period, with the result that my desk is covered with a mass of advertisements and news clippings which, taken as a whole, reflect a trade situation such as I have never before seen.

That the retailer has, for some weeks past, been in command of the market seems to be abundantly clear. And it is almost equally clear that he has not known what to do with it.

You have been presented with a splendid opportunity and I fear you have muffed it. Unless I am greatly mistaken you will be called upon, during the coming fall and winter, to pay for the mistakes you have made in the past spring and summer. Some of the mistakes are surprising.

It is, for example, surprising to see the way in which merchants and retailers in other cities have copied the contentious and, as I think, dangerous and destructive,

selling tactics which are such a regrettable feature of the New York market.

The Macy store, which began with "Always 6 per cent Less"

**PRICE-CUTTING** by retailers has reached a point today probably never before achieved. Department stores, chains and independents are busily engaged cutting each other's throats.

Here is an article written expressly for retailers who appear to believe that price-cutting is the only way to attract business. The article was prepared for men's wear merchants—it is reprinted by special permission from "Men's Wear."

However, despite its retail slant, it contains information and presents opinions of keen interest to a large group of manufacturers.

retailer. Between them, Macy's and Gimbel's have taught New York to believe that it is now possible for the consumer to obtain for himself a portion of the profit that formerly went to someone located somewhere between the manufacturer and the consumer.

By and large, the average consumer believes that that someone is the retailer. He has been shown that an article which a store offered for \$1 at 10 o'clock may be bought at 3 o'clock for, perhaps, 85 cents. Or, to take an actual instance, he has seen that the low price of 9 cents on stiff collars, which was established by Macy's on June 15, could be cut to 3 cents each by Gimbel's, and to four collars for 7 cents by Macy's.

This is what happened in one

Reprinted by special permission from the Sept. 24, 1930, issue of *Men's Wear*.

day: Gimbel's opened by selling the collar at three for 12 cents, which brought from Macy's a revised price of 3 cents each. Gimbel's countered with 3 cents also, whereupon Macy's answered with four for 7 cents. In order to prevent buying for resale, staffs of clerks were engaged in stamping the collars with the line "Retailled by Gimbel's" (or Macy's). Thus the collar has been sold for less than the cost of laundering it, and in order to maintain the standard of "lowest prices" New York retailers have developed a procedure which is, from no matter what point of view you may look at it, almost unbelievably stupid and in many respects grossly unfair.

And yet these "We will not knowingly be undersold" announcements are beginning to appear in the press of other cities. Why will you not knowingly be undersold? What do you hope to gain by it?

If you know anything at all of the market you surely must be aware that the present situation is bound to change. The surplus stocks will be consumed. The fabric manufacturers and converters will clean house. The replacements will cost you more and you will have to sell them for more—to a consumer whom you have led to believe that if he waits long enough he can get them for still less.

"Well, he'll find he can't, that's all."

Is it? I venture to think that it is not. You are forcing upon yourself a future that will make you pay dearly for your past. You are selling in volume, to a consumer whom you say "has no money," stocks of low-priced merchandise that he will not begin to use until you are forced to offer higher-priced goods. You are juggling with your own business, entertaining a crowd that will leave you flat when the time comes for you to collect.

You know what happened to you when last this situation occurred? When you tried to restore prices you were dubbed "profiteer" and more. The same thing, or worse, will be your lot when the present orgy of price-cutting is over.

"But while it lasts I've got to

keep in line," says the merchant.

Perhaps. But what do you mean by "keep in line"? Let me give you one instance of what is happening.

In August, a buying organization made a demand for quantities of 64 x 60 count broadcloth shirts to sell at two for \$1. As far as I could learn at the time, the price of 64 x 60 count fabric was 8 cents a yard. At 27 yards to a dozen shirts, the dozen fabric cost would be \$2.16, and labor about \$2.90. Thus we have \$5.06, without additional charges. Yet the top price offered was \$5 a dozen—to yield \$6 at retail.

Do you call that keeping in line? The manufacturer sold at a loss, the retailer got 8 cents a shirt, and the consumer got merchandise at about net cost—a gift which he had done nothing at all to merit, and for which he had neither appreciation nor gratitude. Do you know of any other business which is being run on similar lines, even in this era of descending prices?

"Oh, well, some of the weaker manufacturers have been almost giving stuff away in their eagerness to sell. They'll have to get out of the business."

Yes? And you? You will be allowed to remain? They must pay for their mistakes, but you will not be called upon to pay for yours?

Don't delude yourself. When the day of reckoning comes each portion of the trade will be presented with its own bill, and you will have to pay yours. You will have to pay for bringing prices to a lower level than the customer expected or demanded, for creating a situation which made the public think that the bottom was not in sight long after prices had gone below anything which the economics of the situation demanded or warranted. Mark you, the really intelligent members of the trade always have been clear on this point, they always have known that it is the trade itself and not the public that has forced prices down, and that it is the trade itself that must stop them from going lower, and face the task of building them up again.

B. E. Lorsch, furnishings merchandise manager of the John

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# NEBRASKA up at the top

Last summer's drouth, which burned up crops in other parts of the country, enriched Nebraska. This state's 1930 corn crop of 230,000,000 bushels, may make it the second largest corn producer—second only to Iowa. Other crops are almost shoulder to shoulder with corn, giving Nebraska these standings among the states:

- 1st in Wild Hay Production
- 2nd or 3rd in Corn Production
- 2nd in Winter Wheat Production
- 2nd in Alfalfa Production
- 2nd in Sugar Beet Production
- 3rd in Rye Production
- 4th in All Hay Production
- 5th in Oats Production

Nebraska is **FIRST** in farm crop values per capita. Iowa is **FIRST** in total value of farm productions.

The center of this fortunate territory is Omaha, in which the World-Herald holds these notable newspaper rankings:

- 1st in Circulation, Easily
- 1st in Paid Advertising By 78%

## OMAHA WORLD-HERALD

National Representatives: O'MARA & ORMSBEE, Inc.

New York Chicago Detroit San Francisco Los Angeles

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Out go the mails with "PUNCH" — "PUNCH" that everyone is waiting for, "PUNCH" that all English-speaking people respect as they respect their own flag... "PUNCH" with *your* advertisements in it. Back come the orders, orders from every corner of the world, for people who read "PUNCH" *trust* what is advertised in it. And out go the boats again with goods, *your* goods, selling to wider and wider markets, building your prosperity and success. Trade, more trade, comes of advertising in "PUNCH." We can prove it! Write to Marion Jean Lyon, Advertisement Manager, 10 Bouverie Street, London, E.C.4, Eng.

David Stores, recently said, "It is the retailer's own doing that best selling neckwear prices have dropped from \$2 and \$1.50 to \$1. It has been proved that if undue emphasis is not accorded the low price, sales can be built in higher ranges."

In the John David Stores the \$1 line is now receiving practically no promotion, with the result that consumer preference has been shown for the higher ranges despite the keen price competition in New York.

Again, consider this statement from an official of the John Wanamaker, New York, store: "The whole retail clothing business is riddled with bargain events, reductions, special concessions and clearances. Bad conditions are being made worse. There is no reason why a store with a reputation should have to headline the dollar sign. Despite the fact that an overwhelming percentage of men's clothing sales is made to women, who are keen for bargains, we feel that they can be reached by a straightforward story of style, color, fit and assortment, with an incidental footnoted mention of price."

There you have the opinion of two houses that are in the forefront of the New York men's wear trade. But there is one more that I wish to show you.

Perhaps no other man outside New York is so well known to the trade as is that highly reputed retail clothier, Maurice Rothschild, of Chicago and St. Paul. On the eve of his departure for a visit to Europe Mr. Rothschild was persuaded to talk about the trade and present-day conditions. I do not know who did the persuading, but I am sure he should be thanked, for when Mr. Rothschild does speak he has something to say. As for example:

"Pessimism gets you nowhere," said Mr. Rothschild. "You cannot grow if you try to build upon pessimism. You must have confidence in your business. Therefore let us look to the good and the practical things and see what we can do to be more successful."

"How, Mr. Rothschild," ques-

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### PERVENSIVE PROVERBS, No. 3

*"Never trouble trouble until trouble troubles you"*

Nevertheless it's wise to see it first.

To ignore trouble is folly: to sense its approach, to forearm, to side-track it, is wisdom. Eternal vigilance uncovers the snake in the grass; while indifference flirts with peril.

Intensive competition cannot be ignored. To forearm against it, the statistics vital to your business must be *timely and accurate*. Eternal vigilance bans cumbersome, inaccurate long-hand methods in *fact-finding*.

Our experienced staff and flexible equipment of automatic tabulators insure eternal vigilance, timeliness and accuracy in preparing your current and peak load statistics. Here is a *real economy*.

Why not talk with our man? Our many clients prove that in fact-finding and allied accounting ours is a saving service.

Recording & Statistical Corporation  
102 Maiden Lane, New York City

OPERATING DIVISIONS

New York Boston Philadelphia Detroit Chicago Toronto Montreal

# Win Builder Approval Throughout the Country

## Through this MASTER

**W**HEN a product has builder acceptance it goes into job after job; countrywide sales are assured the product which builders approve and buy.

It's important, therefore, to win . . . and hold . . . the approval of the scores of thousands of builders, contractors and community developers throughout the nation.

The only publication reaching a preponderant number of these men in the towns and suburbs as well as in the large and small cities is *American Builder and Building Age*.

Its widespread and effective distribution and authoritative influence among the men who select and purchase products, mate-

A. B. C.

# AMERICAN BUILD B

A Simmons-Boardman Publication

105 W. Adams St., Church St.,  
WASHINGTON, FRANCIS

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# TE MEDIUM



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CIRCULATION**

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rials and equipment for the nation's construction is the result of merging the two leading building publications—*American Builder* and *Building Age* into one powerful publication with unrivalled resources, prestige and personnel.

This master building medium goes wherever building is active, it is consulted everywhere by builders of residences, commercial and community structures.

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It is, therefore, the most effective means ever provided for manufacturers to stimulate countrywide sales of their building products . . . to influence the recurring buying decisions of the men who do the building and remodeling throughout the country.

## BUILD BUILDING AGE

A. B. P.

Publica  
ber National Shelter Group

ams St., Ch  
WASHING  
FRANCISCO

## Good Copy

To attract new customers—to inform present customers—and to make old customers proud of the connection.

These are some of the legitimate jobs done by good copy.

### HAWLEY ADVERTISING COMPANY

Inc.

95 MADISON AVE.  
NEW YORK CITY

tioned the reporter, "does the merchant really make money?"

"I will tell you a secret," Mr. Rothschild replied. "A retail clothing merchant makes his money on the mistakes of the manufacturer. They always overproduce. There is always opportunity for the merchant to cash in on these mistakes, but," cautioned Mr. Rothschild, "the clothing merchant, to do this, must have three things. He must have volume, must always have cash, and he must have the organization, the men in the stores who can carry through to the ultimate consumer. And," Mr. Rothschild smiled, "the manufacturer will continue to keep on making mistakes."

"But that is exactly what we have been doing," you say, "the very thing that you complained about. Why is it good for Mr. Rothschild to make money out of the mistakes of overloaded manufacturers, yet bad for us to do it?" Much depends on who does it and on the way in which it is done, as the girl said when she slapped Jim's face, yet allowed Bill to kiss her.

#### *The Type of Leader the Retail Trade Needs*

Mr. Rothschild has a reputation for trading up. His stores, his salesmen, his merchandise, and the figures on his price-tickets are "on the way up." They may, from time to time, fall back a little, but viewed over a period they show steady progress. When the occasion offers, Mr. Rothschild profits by the mistakes of overloaded manufacturers without lowering the standards of his business, without stampeding the trade of his town. He is the type of leader the retail trade needs and it is a mystery to me that so many of you do not follow retailers of the Rothschild type instead of following only followers.

Listen to this. It has the quality of leadership:

"I said twenty years ago that the greatest need of the industry was to trade up, and I have never changed my opinion on this point. There was much pressure put on me at one time to install a bargain basement. I could not see it, and I

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cannot now. I am a firm believer in merchandising good goods at reasonable prices, and I do not believe a retailer can carry water on both shoulders."

There, if you but knew it, is the whole art of modern retailing, and the fact that you do not know it is one reason why so many of you have made such a mess of your recent opportunity. You have been in command of the market, and you have led it downward instead of upward. Some of you may have made money out of this move, for the time being; but what I am interested in is the ultimate rather than the immediate effect. The trade has too often suffered prolonged setbacks because some members of it insisted on seizing purely temporary advantages.

The trade is, at this time, in imminent danger of losing something which it should hold very dear indeed—its ability to promote and sell at a profit newly styled merchandise. It is stupid to talk style one season and "record breaking prices" the next. The man who has been asked to believe that you comb the market for ideas as well as goods, that you give time and labor to the study of style and style trends, and that when you dress him he is not clothed merely, but well and correctly habited—the man who has read or heard all this, and who later sees your announcements of "bigger and better bargains"—well, picture to yourself what he thinks of them, and you.

The progress which the retail trade has made in the buying and selling of correct styles has not been achieved in a day. Some of you have fought bitter battles in order to find out where you stood on the style question. Others of you have had to study hard and to spend money in order to acquire the style knowledge you now possess. I should have thought that you would have held this knowledge and the prestige it brought you very dear indeed; that you would have put up a fight for it; that you would not have sacrificed the steadily increasing profits it was bringing you in order to take part in the price-cutting race.

"But we have not and we will



## The Billion Dollar Family

Most publications refer to their readers as their "family." That is as it should be. From editor to farthest reader there is a common interest in the publication that closely unites all into a great family.

THE FINANCIAL WORLD is the proud mentor of a very successful family! An analysis of the reader buyers comprising its super-circulation shows that their combined average incomes annually total nearly a Billion Dollars!

That is the amount of money available every year to reader buyers of THE FINANCIAL WORLD. They do not spend it all. The fact that they regularly read THE FINANCIAL WORLD shows that they invest a part. But a large share is also invested in the many things that people require for their comforts and pleasures.

Your advertising agency should supply you with a copy of the analysis from which these figures were obtained—or write direct to

## The FINANCIAL WORLD

Louis Guenther, Publisher  
53 Park Place  
NEW YORK

## CIRCULATION RECORD

150000

## FIRST ISSUE 525,000

Before the first issue of MODERN MAGAZINES we promised advertisers 525,000 circulation. We were too conservative. Through the stores of S. H. Kress & Company and S. S. Kresge Company the 525,000 copies were practically all sold in a few days. Re-orders (most of which could not be filled) proved conclusively that the supply fell far short of the demand.

MODERN

THE MODERN SCREEN MAGAZE MO

100 Fifth Ave. No.

New York City,

# SECOND ISSUE INCREASED

# 675,000

## SECOND ISSUE 675,000

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We still may be too conservative increasing the circulation of the second issue to 675,000 copies. The rate goes up of course—although the present low rates are in effect until November 1, 1930, in order to give a large bonus circulation to those advertisers who are planning immediate use of MODERN MAGAZINES.

# DERMAGAZINES

MAGAZINE MODERN LOVE MAGAZINE

th Ave No. Michigan Avenue  
w York Chicago, Ill.

DEAR GIL:



It's been a tough, scrappy year, tough and lean. Many a warrior sits today and teeter totters in the old swivel and wonders what kept people from buying what he had been selling. Retrospection is in order. There'll be a lot of sane conclusions. We'll dam the leaks. We will arrange, if we can, to get back the sales in 1931 that the locusts ate in 1930. Gil, let's not neglect to do those things. But also, let's not miss the real reason why buyers buy from one certain concern. Buyers buy because they have confidence in the man or firm that gets their orders. Of course, price governs the sale. But, when competing prices and service and quality are equal, then the sale goes to the man who holds, in addition, the confidence of the buyer. There aren't any ifs nor ands to that. It's fact! If it's fact, why not also use copy that will build friendly favorable opinion? Why ever neglect it? Reputation can be bought, with copy! If you deserve it, reputation can be held, with copy! Buyers buy from the man they believe in and like. Opinion governs sales. Right copy can arrange that.

**OREN ARBOGUST**  
• ADVERTISING •  
30 N. MICHIGAN AVENUE, CHICAGO

not," you say. "You yourself have said that this is only a temporary situation. All we have done is to adjust ourselves and our business to it."

The bravery of your words is equaled only by the weakness of your deeds. I do not say that you have lost your ability to buy newly styled merchandise and to create sound selling arguments for it. But I do say that you yourself must be aware that in this "period of adjustment" the consumer, the man to whom you sell, has had opportunities to adjust himself to the situation which you have created.

It is all very well to say that sooner or later the clouds will roll by and that you will then go back to a better basis of trading. You cannot play fast and loose with the consumer, or, as Mr. Rothschild puts it, you cannot carry water on both shoulders. The thing to do is to return to the business of selling styled merchandise now, before the prices begin to jump, before everyone else starts out to do it, before the consumer begins to protest.

The question as to whether his protest is or is not justified is not pertinent. You know perfectly well what you are going to say to the first salesman who asks you to pay higher prices. Begin now to make an appreciative customer of the man from whom you must sooner or later ask higher prices. Win him now. There is one way to do it, and it is expressed in one word: Style.

### L. R. Hudson Joins Porter-Langtry Company

L. R. Hudson, for the last four years on the staff of Federated Business Publications, Inc., New York, as advertising manager of *Automotive Electricity*, has been appointed Eastern representative of *The Building Material Merchant* and *The American Artisan*, two of the group of The Porter-Langtry Company, Chicago and New York. He was formerly with the American Chemical Society and American Mining Congress publications and the annual Coal and Metal Mining Exposition activities of the latter organization. Mr. Hudson's headquarters will be at New York.

### Death of D. S. Richardson

Dwight S. Richardson, for many years president of the Richardson & Boynton Company, New York, stoves and ranges, died at that city on October 10. He was eighty years old.

## If Media Must Be Mentioned, Watch Your Step

CORNEIL RIDDERHOF  
NEW YORK, OCT. 11, 1930.

### Editor of PRINTERS' INK:

A man who had sold lubricants for many years habitually said *viscosity* when he meant *viscosity*.

A young man in a store selling nothing but razor strops persisted in calling his merchandise *straps*.

A big manufacturer of varnishes used the word *limpid* when he meant turbid, cloudy, milky.

And I know a nurse in the gynecology ward of a hospital who cannot pronounce the name by which her ward is known.

But although everyone ought to know the nomenclature of his trade, it is easier to excuse the oils and strop salesmen, the varnish manufacturer and the nurse than men engaged in advertising, which is so largely a literary activity.

I am referring particularly to the many publishers' representatives calling at this office who use the word *media* in the singular, most every man claiming that "this media" gives the most complete coverage, or the like.

Why, I have seen it even in the advertisements of publications! As a dress salesman friend of mine would say, "It's a curious phenomena."

CORNEIL RIDDERHOF.

## Oakland Motor Advances M. E. Zetterholm

M. E. Zetterholm, Eastern sales manager of the Oakland Motor Car Company, Pontiac, Mich., has been advanced to the position of assistant general sales manager. He is succeeded as Eastern sales manager by D. U. Bathrick, Great Lakes regional manager of the Oakland company.

## J. P. Daniel Joins Katz Advertising Agency

J. P. Daniel, formerly secretary, treasurer and space buyer of the E. T. Howard Company, Inc., New York advertising agency, has joined The Joseph Katz Company, Baltimore advertising agency, as space buyer and account executive.

## Appoints Albert L. Lauer Agency

The Lakeside Company, Hermansville, Mich., manufacturer of Furblo furnace blowers and Lakeside ventilators, has placed its advertising account with the Albert L. Lauer Company, advertising agency of that city.

## C. H. Bishop Starts Own Business

Charles H. Bishop, formerly with Behl & Harvey, Inc., Chicago advertising agency, has formed an advertising business at that city under his own name. His offices will be located at 1607 Tribune Tower.

## THE ARCHITECTURAL RECORD

### LEADER

in architectural thought



## AN ARCHITECTURAL RECORD

### SCOOP

(No. 4 of a series)

The keynote of the day in architecture is the trend towards employment for structural purposes of materials hitherto not so used. The Record, as in many other cases, is pioneering in editorial recognition and discussion of these materials and their uses.

As an example, The Record featured in full color "The House of Glass"—Frank Lloyd Wright's plans and elevations for the tower of St. Mark's in the Boweries, New York. The New York Evening Sun and the Morning World, securing the facts and pictures from The Record, followed us in presenting the news.

Structural glass is not of today but of tomorrow. When tomorrow comes, readers of The Record will appreciate the constructive editorial service which gave them the fundamental data before, and not after, the need for it arose.

THE RECORD maintains  
its position as a  
LEADER IN  
ARCHITECTURAL  
THOUGHT

## THE ARCHITECTURAL RECORD

MEMBER OF A. E. C. & A. B. P., INC.  
119 W. 40th St., New York

F. W. DODGE



CORPORATION

COORDINATED PUBLICATIONS  
AND SERVICES FOR BUILDING  
SALES IN THE BUILDING FIELD

# Business or no business we just got to eat

**P**UT that live fact down beside all the economic trends and reasons you want to . . . and you have an argument that will bowl over the noisiest crape hanger. If he is a statistical hound, you might have to finish him off with some such arithmetical statement as this from The Standard Statistics Company:

Demand for food has been less affected by the general business depression than has consumption of other major commodities . . . Earnings of food companies are better than in most groups. The food group reported larger profits in the first half of this year than of last.

It's merely a matter of population, hungry mouths and minutes—with a new mouth arriving every 20 seconds. See the U. S. census.

**Food Profits Continue Gain**

**Survey Says Consumption Is Determined by Population**

The business of leading food producing companies has been much better this year than that of the average concern in other groups because food consumption is determined more by population levels than by panics or public purchasing power, says the Standard Statistics Company, of New York, in a current survey which continues:

"Obviously, there are fluctuations in demand for specific food products because of the facility with which substitute menus may be provided to suit personal tastes, ranges of income or the pulse of national advertising, but, in the aggregate, the volume of food consumed does not permit of sizable curtailment.

"Reflecting this steady use of food products, the outstanding manufacturers are reporting their unusual experience of expanding profits. Especially good showings are being made in the dairy products, package foods, soft drink and specialty baking fields. All things considered, the food group as a whole is one of the most fortunate of the industrial classifications this year, indications being that the good records to date will be fairly well sustained throughout fall and winter."

You might ask what is this "food market?" Briefly it is a group of industrial "housewives"—the fellows who are doing the job of keeping our appetites and good health in working order since mother and

From New York  
Herald-Tribune,  
Oct. 3, 1930



sister and wifey came out of the kitchen to play bridge, go motoring, take in the talkies, etc.

Another good answer to the question is the circulation of *Food Industries*—millers, bakers, canners, dairymen, bottlers, confectioners, packers, packagers, fisheries.

This group is the one bright spot on an otherwise mouse-colored map. Therefore, *sell it* to the depression-proof food industries through

**FOOD INDUSTRIES**

A McGraw-Hill Publication

TENTH AVENUE at 36th ST., NEW YORK

## Who Should Own the Salesman's Car?

(Continued from page 6)

ward company-owned automobiles.

Sharing equal interest with the question of ownership of salesmen's cars is the problem of handling operating expenses. There are three common methods of compensating salesmen for the expense of operating their automobiles:

1. The "flat rate" plan by which the salesman is given a fixed amount each week or month for the maintenance of his car. This amount varies depending on road conditions, size of territory, make of car, etc.

2. The "mileage" plan by which the company allows a fixed rate for each business mile traveled by the salesman. This amount fluctuates from 6 to 10 cents a mile.

3. The "reported expense" plan by which the company pays all expenses of operating the salesman's car as reported each week.

### The Flat Rate Plan

The advantages and objections to the "flat rate" method of handling expenses are disclosed in the following statements of sales executives who have had experience with this plan:

"The flat rate is unfair to the man covering a sparsely settled section where mileage is at a maximum and cost of operation is also high," believes Mr. Larson, of Mead Johnson.

"When we made our salesmen a flat allowance for their use of their cars, they often spent the money," says Mr. Knapp, of the Butler company. "And when it became time for them to get a new car they lacked the funds to make the purchase."

"We do not believe a salesman can definitely budget his income so that he may have funds to take care of an expensive repair bill on his car," believes Mr. Ernest, of Spencer Heater.

To the contrary, other sales managers employ the "flat rate" plan to advantage.

"We have found the flat allowance the most practical way to

take care of salesmen's car expenses," says J. C. Johnson, of the Nunn, Bush & Weldon Shoe Company, Milwaukee. "We pay our salesmen an allowance of \$6 a day for each full day their machines are used and a proportionate charge when machines are used less than a day and leave it to the salesman to report the length of time the car is used. The salesmen have to provide the upkeep, pay for gas, oil, etc., and it seems to us the simplest and best way to handle it, because it is up to the salesman to operate his car just as economically as he can and if he can make a saving over the \$6 allowance, that is his."

The L. H. Gilmer Company, Philadelphia, pays its salesmen a flat allowance based on the extent of the territory covered. C. H. Bauer, sales manager, says: "Our salesman covering Pennsylvania as well as our man covering the Pacific Coast are allowed \$5 a day for each day that they use their automobiles for business purposes excepting time spent in their headquarters cities. Our Cleveland salesman, traveling a restricted area, is allowed \$3.50 a day for his automobile. It seems to us that a flat allowance provides for all expenses, leaving the depreciation item to be borne by the salesman."

"We have found the flat daily allowance works to best advantage," says Mr. Dunn, of Graybar. "We allow country salesmen up to \$4 a day; city salesmen are allowed \$1.75 a day flat. We pay license fees and liability insurance covering damage to others and their property while the salesman takes care of insurance for fire, theft and damage to his own car."

"The flat allowance on a time basis requires a very careful estimate of the territory involved and the actual cost of operating a car in each territory," believes Mr. Earseman, of Goodrich. "The period of time defined in the agreement should be the shortest possible. It is better to allow the salesman \$2 per day than \$50 per month and apply the allowance only to days the car is actually in company service, as this prevents disputes in the case of days spent

# Watch Arkansas



## everyone is working—

The recent census shows Arkansas in the group of states with the least unemployment. New road construction and extensive building programs further improve the situation.

## people are buying—

Retail merchants in rural trading centers report increased sales in September, over July and August. Farm families contribute over half of the yearly retail sales volume in Arkansas. They are now spending money received from their cash crops, cotton and rice.

## prospects are splendid—

A million dollars extra money will be received this year by farm people from their second crop plantings. Dairying is on a profitable basis in nearly every county. Normal volume of sales from Arkansas will be obtained by those who tell their sales story to the 80,000 key families served by The Arkansas Farmer.

Dominating sales influence in Arkansas is a reward for thirty years' service, and merits consideration in every selling campaign.

## THE ARKANSAS FARMER

LITTLE ROCK, ARKANSAS

Powers & Stone, Inc.  
Chicago—New York City

C. A. Shulenburg  
St. Louis, Mo.

Dillon & Kirk  
Kansas City, Mo.



## Does Your LETTERHEAD Date Back to "Stage Coach" Days?

Today we think of the stage coach as "picturesque" . . . but certainly not adequate for modern transportation.

Many old-time letterheads still in use are "picturesque" but neither are they adequate . . . for modern business correspondence.

Letterhead design has changed and IMPROVED so greatly in the last few years that many letterheads of rather recent origin now look old-fashioned by comparison.

Monroe Letterheads, distinctively designed and produced in color, reflect progress and success. They are used by customers in forty-four states. They command preferred attention.

### PORTFOLIO FREE

The Monroe type of letterhead is difficult to describe. Send for our free Portfolio containing many specimens and the complete story.

**MONROE LETTERHEAD  
CORPORATION**

167 North Union

Akron, Ohio

in the office, off territory or on vacations."

The merits and disadvantages of the "mileage" plan are similarly discussed by sales managers who have had experience with this method.

"No matter what mileage allowance is made to a salesman, in most cases he is dissatisfied," says Mr. Jones, of General Foods. "Particularly after his car has been used for twenty to twenty-five thousand miles and he finds it necessary to spend a considerable sum for overhauling. As the average man does not set up a depreciation account, money for this purpose is not readily available."

"We do not favor the mileage allowance plan," says Mr. Dunn, vice-president of Graybar. "When a man is on a mileage allowance basis it is almost impossible to check the mileage he actually spends on company business with resultant discussions with the salesmen about the amount of mileage reported and the amount of the allowance."

"If salesmen are paid so much per mile driven," says Mr. Earseman, of Goodrich, "mileage becomes one of the salesman's objectives and there is a tendency to drive unnecessary miles or spend time in driving that should be spent with customers or prospects."

"Occasional use of salesman-owned cars justifies reimbursement on a mileage basis," believes Mr. Wells, of Pillsbury. "However, regular use of salesman-owned cars justifies a flat allowance."

"The mileage basis is unfair to the salesman working in a large city where mileage is at a minimum and expense of maintenance at a maximum," believes Mr. Larson, of Mead Johnson.

"We do not believe, for salesmen operating their own cars, that the mileage basis is as good as a flat rate," maintains Mr. Knapp, of the Butler company, "because there are always arguments over whether the car was used for company or personal business."

On the contrary, other sales managers have found the "mileage" basis the most satisfactory.

"After many experiments with



## "MR. JONES, can't we use better envelopes?"

**D**ON'T WAIT for your secretary to complain . . . or a check to disappear . . . before you discover how important envelopes are to your business.

Take a quick trip to your mail desk today. See what kind of envelopes are starting out from there as representatives of your company.

Then check them with these Columbian White Wove standards: Every envelope marked USE to identify its quality. Smooth-surfaced stock that takes writing, typing or printing ink easily, uniformly and legibly. Special formula gum arabic that sticks the flap down snugly and quickly. Opacity that keeps contents private.

Then go one step further. Ask your printer or stationer for samples of Columbian White Wove. He has them in every commercial or official size, from 5 to 14 and Monarch, and 6¼ or 10 Outlook.



**UNITED STATES ENVELOPE  
COMPANY**

*The world's largest manufacturer  
of envelopes*

**SPRINGFIELD, MASS.**

**COLUMBIAN White Wove ENVELOPES**

**In 189 Cities . . .**  
**Our Warehouses Store**  
**and Distribute**  
**This Merchandise**  
**We can do the same for you**

Makers of the products shown in this picture distribute their merchandise through A. W. A. warehouses located in 189 cities of the United States, Canada, Cuba, Hawaii.

We carry such merchandise in original or less-than-carload lots . . . store it until needed by wholesalers or dealers . . . then deliver it where it is wanted.

Wherever you are now shipping your goods in less-than-carload lots, we can help you arrange for carload shipments to a central market . . . then break up your carloads into smaller lots for reshipment a short distance to final destination. Your saving in freight will be large, and you will speed up delivery appreciably.

Think how convenient it would be for your customers—and what an advantage to your sales department!—to have spot stocks of your goods available anywhere and anytime they're needed!

Full details of this service are described in our 32-page booklet entitled "Increasing Your Sales Through the A. W. A. Merchandise Warehouses." Send for a free copy and learn all about our unique and effective plan of distribution.

**Merchandise Warehouse Distributors**  
**AMERICAN WAREHOUSE ASSOCIATION**  
 1732 Adams-Franklin Building  
 Chicago, Illinois

**ROYAL BRAND MILK**  
**CRUEL**  
**MINUT**  
**SUGAR**  
**DIAMOND CRISTAL WATER SALT**  
**P&G**  
**THE WHOLESALE**  
**THE W. H. ARNOLD**

different methods of paying automobile expense," says Mr. Fowkes, of India Tire & Rubber, "we have at last decided that the plan of paying a mileage allowance is the best. Our experience has been that medium-priced cars give the best service. We have recommended medium-priced cars to our salesmen and we have cut our mileage allowance to 6 cents a mile. In addition, we furnish tires. If tire cost is taken into consideration it makes an additional allowance of about 1 cent a mile."

"Our salesmen are compensated for the cost of operating their cars by an allowance of 8 cents per mile," says Mr. Drowne, of Boston Woven Hose & Rubber. "Each salesman is required to report the operating mileage from point to point in such manner as with reasonable allowance for local travel will admit of checking. While we believe that certain small, low-cost cars can be operated lower than 8 cents a mile and that including depreciation and all other factors, the total operating cost of some of the larger cars may exceed 8 cents a mile, this basis seems to be satisfactory both to us and our men."

#### "Reported Expense" Plan

Other manufacturers prefer to handle automobile expense on the "reported expense" plan whereby the salesman reports his actual operating expenses as they are incurred. One objection to this method is that it gives no incentive to save. It is not generally employed.

"Payment of the current running expenses of salesman-owned cars has proved unsatisfactory with us," says Mr. Wells of Pillsbury.

A national manufacturer of building materials states: "The salesman pays the operating expenses, garage, etc., and includes this in his regular expense statement and is reimbursed for these expenses."

"If the company assumes the expense of running, such as fuel, lubricants, storage, washing, it should have something to say as to the make or size of cars used because such expenses vary greatly with different cars," believes Mr.

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## Dairy Tribune Mount Morris, Ill.

Mr. York chose Dairy Tribune for the 1931 schedule. In fairness to your client, please check with the same thoroughness. Representatives: A. H. Billingslee, 101 Park Ave., N. Y., Phone Caledonia 0607—J. C. Billingslee, Inc., 123 W. Madison St., Chicago, Phone Central 0465.

Especially if you are placing lineage which has a close relation to the \$4,000,000 dairy industry, should you give magazines this upside down scrutiny. Check up to see how much editorial cooperation you received on your product during the past year. Willford York (Dyer-Enzinger) states, "A little over a year ago we analyzed line for line the editorial content of more than three hundred issues of America's leading farm papers. In every instance we discovered that the Linsseed Association had received traceable returns from dairy feed advertising almost in direct proportion to the editorial emphasis on dairying, with due consideration of editorial quality."

Similarly, we hope you will give upside down scrutiny to the magazines which you select for 1931 schedules. Things change in the magazine field from year to year. Just because a magazine was on the list last year is no good reason why it should go on again.

It does us good to turn things upside down. We often see them from a new angle. So don't blame the printer for the position of this ad. We made the request.

## An Upside Down Appeal!

Launched January, 1930, first issue April, refused advertising April, to October, 12.2 pages October.



# **Announcing ---**

## **THE SCREENLAND UNIT**

# **500,000**

## **CIRCULATION**

**GUARANTEED NET PAID AVERAGE FOR 1931**

**CONSISTING OF**

**SCREENLAND and SILVER SCREEN**  
**300,000 and 200,000**

### **1931 Rates**

	<b>Screenland Unit</b>	<b>Screenland</b>	<b>Silver Screen</b>
Agate line .....	\$ 2.45	\$ 1.70	\$ 1.00
1 Column (143 lines)....	340.00	235.00	140.00
2 Columns (286 lines) ..	680.00	470.00	280.00
Full page (429 lines)....	1,015.00	700.00	420.00

**Present rates on Screenland (\$1.25 a line, \$525 a page) can be reserved through 1931 by placing your order before November 15th.**

**Screenland Magazine, Inc.**

**PAUL C. HUNTER, Publisher**

**45 West 45th Street**

**New York**

Earseman, of Goodrich. "It is usually advisable to limit this arrangement by specifying certain cars."

Those manufacturers who prefer to own the salesmen's automobiles employ a variety of methods for controlling expense of operating their cars. The General Foods Sales Company requires its salesmen to render weekly automobile expense reports which are closely checked. Mr. Jones, of that company, says: "Every item of expense must be supported by a receipted voucher. Automobile expense accounts go to the district office from which each man works, where they are checked and the salesman is reimbursed. They are then passed to the home office where they are carefully audited and unusual items brought to my attention."

"Our men are only permitted to have routine work done on their cars. As this rarely exceeds \$25, there is little chance for the salesman to make big repair bills. All major repairs are referred to the home office for approval before work is commenced as it is sometimes more desirable to trade a car for new equipment than spend a large sum for repairs."

"Our 250 coupes covered about six and one-half million miles last year, at an average cost per mile of 5½ cents, which includes everything except interest on money invested. Depreciation is figured at the rate of 25 per cent per year."

The Spencer Heater Company, which operates its own sales cars, requires a monthly report of expenses from its salesmen. "We operate light cars in the less than \$1,000 price class for approximately 5 cents a mile including all depreciation, insurance, gas, oil, tires and repairs and larger cars for 6 and 7 cents a mile," says Mr. Ernest. "As automobile expenses are considered in our bonus plan, salesmen realize that it is to their advantage to keep their expenses low."

Expense reports are required weekly by the Butler Mfg. Company whose sales manager, Mr. Knapp, says: "We keep a careful check of the cost of operating our

## a field for office equipment

Insurance Companies with 24  
Billions of dollars of assets  
need the following equipment:

- Letter files.
- Card indexes.
- Safes.
- Office Furniture.
- Pens.
- Pencils.
- Stationery.
- Stamping machines.
- Stapling machines.
- Calculating machines.
- Adding machines.
- Bookkeeping machines.
- Check protectors.
- Typewriters.

In short, they need anything which will help them operate more efficiently and more economically.

Reach this field through the only exclusively financial and credit magazine in the insurance world.

Write for a circulation analysis.

## BEST'S INSURANCE NEWS

Published Since 1899

75 Fulton St. New York

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## PRINTING MORE CABLE AND WIRE NEWS

—than any other business publishing house—with its own direct cable, its own telegraph loop, its direct wire from Washington, its correspondents all over the world, its accredited seats in the press galleries of Congress—

*The Fairchild Publications*  
8 East 13th Street, New York

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## Typography

that is unusual without  
turning hand-springs  
or somersaults.




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**ADVERTYPE**  
**Co., INC. : Typographers**  
228 East 45th Street, New York  
Phone: VANDerbilt 0364-5-6-7  
*Advertise Your Advertising*

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cars, the salesmen reporting weekly gas, oil, tires and all other operating expenses. Our average cost per mile for July, 1930, was 39 cents with an average daily mileage of 108."

"There is but one successful way of controlling the expense of company-owned cars," believes Mr. Earseman, of Goodrich. "An itemized expense report should be required. The detail of expense should include, preferably on a daily basis, points visited, mileage driven, fuel, lubricants, storage, washing, replacement or repair of tires, batteries, overhaul or mechanical repair. Receipted vouchers should be required on all items other than fuel, lubricants and storage secured on a night to night basis. District or home office approval should be secured before charges are incurred on repairs or replacements exceeding \$15."

The general disagreement evidenced in the comments by sales executives on the subject of salesmen's automobile ownership reveals that this problem is far from a common, satisfactory solution.

Some sales executives, discouraged with cost accounting and settling disputes over car allowances, have eliminated them entirely and travel their men by rail. Others have thrown the burden of transportation upon the shoulders of their salesmen who often become more concerned with auto mechanics than selling merchandise. And a growing number of sales executives are assuming responsibility and control of their salesmen's transportation by providing company-owned cars.

There seems to be a decided trend toward company ownership of sales cars by such organizations as are financially able to bear the capital investment in equipment. Likewise, those that seek closer control of their salesmen favor company ownership. Companies owning their sales cars also maintain that they can operate at lower cost than by making advances to salesmen. With the emphasis on closer control of sales operation and lower selling costs, company ownership of sales cars offers decided advantages.

**RADIO****R  
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S****No. 11****WHO?**

A manufacturer of vacuum cleaners announced a special offer in Los Angeles. He would put a vacuum cleaner in any one's home on free trial. After six broadcasts, he had secured 421 prospects, from which 144 sales resulted.

*The complete story may be secured from*

**SCOTT HOWE BOWEN, Inc.**

*Radio Station Representatives*

**Chrysler Building, New York**

Chicago Philadelphia Detroit Boston Dallas

**An Opportunity**

*for some free-lance Advertising  
Man or Small Agency in*

**BALTIMORE**

A progressive, recognized Agency offers an unusual opportunity to a congenial co-worker. He should control sufficient acceptable billing to pay his way and possess the ability and willingness to get more. To such a man we offer a substantial present, plus a future limited only by himself.

All our people know about this advertisement. Your reply, which should be complete, will be held in strictest confidence.

**Address "L," Box 205, Printers' Ink**

*P.S.—This should interest a small Agency lacking the finances or other facilities for proper development.*

### August Newspaper Lineage in Eighty Cities

One city, out of the eighty listed below, showed a gain in newspaper advertising lineage for August, 1930, as compared with the same month of last year. The 243 newspapers listed here carried 153,654,547 lines of advertising in August, 31,955,668 less than in August, 1929, a loss of 17.22 per cent. Fifteen newspapers showed gains, the remaining 228 showing a loss for the month. Figures for this compilation were obtained by this magazine, the statistical department of the New York *Evening Post* and the Advertising Record Company.

	1930	1929	Change
Akron .....	2,167,722	3,046,507	— 878,785
Albany .....	2,117,435	2,313,030	— 195,595
Allentown .....	1,379,662	1,766,434	— 387,772
Altoona .....	723,751	840,392	— 116,641
Atlanta .....	2,173,528	2,660,042	— 486,514
Aurora .....	784,447	977,970	— 243,523
Baltimore .....	3,135,225	3,321,341	— 86,116
Birmingham .....	1,924,553	2,373,994	— 449,442
Boston .....	3,730,642	4,352,176	— 621,534
Bridgeport .....	1,378,184	2,694,041	— 1,315,857
Buffalo .....	1,939,978	2,853,530	— 913,552
Camden .....	1,267,676	1,531,115	— 263,439
Cedar Rapids, Ia. ....	579,697	662,316	— 82,619
Chattanooga .....	974,734	1,233,833	— 259,099
Chicago .....	5,603,301	5,961,579	— 358,278
Cincinnati .....	2,513,537	3,044,985	— 531,448
Cleveland .....	2,496,250	3,308,324	— 811,994
Columbus .....	2,262,747	2,912,475	— 649,728
Dallas .....	2,714,208	3,172,577	— 458,369
Dayton .....	1,882,048	2,669,870	— 787,822
Denver .....	1,547,187	2,005,945	— 458,758
Des Moines .....	1,269,917	1,489,353	— 219,436
Detroit .....	3,445,660	4,612,818	— 1,167,152
Elizabeth .....	892,818	951,018	— 58,200
Forth Worth .....	1,456,812	1,679,314	— 222,502
Greensboro .....	689,354	898,386	— 209,032
Hartford .....	1,842,850	2,166,504	— 323,654
Houston .....	2,275,406	2,831,890	— 556,484
Indianapolis .....	2,017,752	2,817,594	— 799,842
Jackson .....	865,775	967,256	— 101,481
Janesville .....	435,687	471,380	— 35,693
Jersey City .....	384,545	503,854	— 119,309
Joliet .....	750,736	801,668	— 50,932
Kalamazoo .....	842,397	1,061,007	— 218,610
Kansas City .....	2,486,561	2,987,511	— 501,010
Lancaster .....	495,390	588,843	— 93,563
Long Beach .....	1,575,154	1,503,733	+ 71,421
Los Angeles .....	4,692,394	5,541,508	— 849,114
Louisville .....	2,082,088	2,582,629	— 500,542
Memphis .....	1,992,200	2,231,040	— 238,840
Miami .....	798,882	903,959	— 105,077
Milwaukee .....	2,038,810	2,588,951	— 550,141
Portland .....	2,225,758	2,796,324	— 474,566
San Francisco .....	690,840	1,090,589	— 399,749
Seattle .....	2,607,507	3,101,218	— 493,711
Totals .....	11,885,917	11,885,917	—

#### LONG BEACH

Press-Telegram .....	853,013	967,645	— 114,632
Sun .....	722,141	536,085	+ 186,053
Totals .....	1,575,154	1,503,733	+ 71,421

From Sales Management, September 27th, 1930.

The  
one plus  
City was  
Long Beach  
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plus  
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## M. C. MOGENSEN & CO. Inc.

Coast to Coast Newspaper Advertising Representatives

San Francisco

New York

Chicago

Portland

Detroit

Seattle

Los Angeles

## Heads Women's Club of London

Miss E. M. Woodyard, joint managing director of Saward, Baker & Company, Ltd., has been elected president of The Women's Advertising Club of London, England, for the coming year. Miss Bourne, advertising manager of the *Modern Woman*, has been made vice-president.

Mrs. Jeater Miles, of the Fashion Intelligence Service, is secretary and Miss Parker, of Sir Isaac Pitman & Sons, Ltd., is treasurer. Mrs. Pearce, of Saward, Baker & Company, Ltd., is press secretary.

The committee consists of Mrs. Holiday, of the Pencil Institute, past president; Mrs. Comerford, T. B. Lawrence, Ltd.; Miss Cornforth, G. S. Royds, Ltd.; Miss Fielding, G. S. Royds, Ltd.; Miss Forrester, The Wellington Press; Miss Mason, S. G. A. Advertising; Mrs. Mortimer, *Time & Tide*; Mrs. Kingdon Ward, Ward & Pascoe, and Mrs. Pearce.

## P. R. Baugh Starts Own Business

Paul R. Baugh, for the last three years assistant advertising director of the American Radiator Company, New York, has established his own business as a sales promotion counsel with offices at 55 West 35th Street, New York. He was formerly advertising manager of *Better Homes & Gardens*, Des Moines, and, at one time, was manager of the dealer development division of the Good-year Tire & Rubber Company, Akron, Ohio.

## H. K. Dugdale Elected a Director

H. K. Dugdale, vice-president of Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency, has been elected to the board of directors of the Manhattan Laundry Corporation, Washington, D. C.

## Pixie Account to Rochester Agency

The Fruit Belt Preserving Company, East Williamson, N. Y., Pixie products, has appointed Hughes, Wolff & Company, Inc., Rochester, N. Y., advertising agency, to direct its advertising account.

## Railway Appoints Kastor

The Chicago & Eastern Illinois Railway, Chicago, has placed its advertising account with the H. W. Kastor & Sons Company, Inc., advertising agency of that city.

## Appoints Bernsten Agency

The California Metal Enameling Company, Los Angeles, has appointed the H. C. Bernsten Advertising Agency, of that city, to direct its advertising account.

## Sixteen Furniture Companies Merge

The Furniture Corporation of America has been formed through the consolidation of sixteen furniture companies on the Pacific Coast. H. A. Green is president and chairman of the board. The companies included in the merger are: the C. B. Van Vorst Company, Western Furniture Manufacturing Company, Gillespie Furniture Company, Standard Upholstery Company, L. C. Phenix Company, Los Angeles Period Furniture Company and the Los Angeles Woodworking Company, all of Los Angeles; Healy Brothers, the Portland Furniture Manufacturing Company, Pettit Feather & Bedding Company and the Doernbecher Manufacturing Company, all of Portland; Healy Brothers and the Spokane Mattress Company, both of Spokane; The Carman Manufacturing Company, Tacoma; The Carman Manufacturing Company, Seattle, and the Gillespie Furniture Company, Oakland.

## To Advertise New Golf Game

The Oxford Corporation, West Paris, Me., manufacturer of sleds, toboggans, skis and specialties, has appointed Badger and Browning, Inc., Boston advertising agency, to direct its advertising account. A campaign is being planned to start immediately featuring a new golf game which will be marketed through the sporting goods and toy trade.

## To Manage MonoRail Advertising

Arthur Cummings, for the last two years engaged in business for himself as advertising counselor, has been appointed advertising manager of the American MonoRail Company, Cleveland. He was also formerly with the McGraw-Hill Publishing Company and with Paul Teas, Inc., Cleveland advertising agency.

## Start Advertising Business at Buffalo

Douglas P. Hall and Ross C. Holley have started an advertising business at Buffalo, N. Y., to be known as The H. & H. Agency. Offices are at 746 Main Street.

## Has Corset Account

The Standard Corset Company, Holyoke, Mass., manufacturer of Beautylene and Armori reducing corsets, has appointed the Wesley Associates, New York advertising agency, to direct its advertising account.

## With Seattle "Times"

Fred W. Strauss, who formerly conducted his own advertising business at Seattle, has been appointed promotion manager of the Seattle *Times*.

# **A ★ berth in a 4-A agency for a ★ man**

with a talent  
for writing  
men's wear  
copy—but we  
didn't say  
positively.

If the success-  
ful applicant  
can contact  
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we'll remem-  
ber that in  
putting up his  
pay envelope.

Address, with  
samples, "U,"  
Box 61,  
Printers' Ink.

## **New Photo-Engraving Business at Philadelphia**

The Keystone Photo-Engraving Company has been formed at Philadelphia with offices at 831 Cherry Street. James A. Williamson, formerly with the Lincoln Engraving Company, also of that city, is president of the new company. George A. Wright, formerly with the Graphic Arts Engraving Company, Philadelphia, and C. Allan May, formerly with the Weeks Photo-Engraving Company, of that city, are vice-presidents. William Whittaker, formerly with the Lang Engraving Company, is secretary and Charles Haviland is treasurer. Edward Evans and Glenn Sweet are members of the sales staff.

## **P. C. Siddall Heads Ohio Select List**

Paul C. Siddall, of the Alliance Review, was elected president of the Select List of Ohio Daily Newspapers at the annual meeting held at Columbus. Roy D. Moore, of the Brush-Moore Newspapers, was elected vice-president, and C. H. Spencer, Newark Advocate, secretary-treasurer.

Directors named are: W. O. Lüttick, Zanesville Times-Recorder; E. C. Dix, Wooster Record; Frank B. McKinney, Marietta Times, and E. A. Neutzenholzer, Masillon Independent.

## **New Accounts to Zinn & Meyer**

Charles Boni Paper Books, the Barrett, Nephews Old Staten Island Cleaning & Dyeing Establishment, Inc., and the Bear Literary Bureau, short story course, all of New York, have appointed Zinn & Meyer, Inc., advertising agency of that city, to direct their advertising accounts.

## **To Represent Tower Group in New England**

E. L. Schroeder has been appointed New England advertising representative of Tower Magazines, Inc., publisher of the Tower Group. He has been with the Tower publications almost since their inception.

## **Douglas Milne Joins Wilson H. Lee Agency**

Douglas Milne, formerly vice-president of Littlehale-Burnham-Rossiter, Inc., New York advertising agency, has joined the Wilson H. Lee Advertising Agency, New Haven, Conn., as one of the principals.

## **C. S. Knapp Joins Newcomb Agency**

Charles S. Knapp, formerly with Young & Rubicam, Inc., New York advertising agency, has joined the copy staff of James F. Newcomb & Company, Inc., advertising agency, also of that city.

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## Dunlap to Maintain Separate Organization from Knox

Dunlap & Company, New York, hat manufacturers, will hereafter carry on their own sales, advertising and promotional work, maintaining a complete and separate organization from the Knox Hat Company. Alfred G. Keeshan, vice-president of Dunlap & Company, will have direct charge of these sales and promotional activities. He will be assisted by William R. Merton.

The advertising of the Knox Hat Company and Dunlap & Company will be separated, each company conducting its own campaign.

## Win Poor Richard Golf Tournament

Low gross score in the golf tournament held at the annual Harvest Moon Outing of the Poor Richard Club recently was made by J. F. Buchanan, 76; the second low gross by R. F. Alley, 84. Low net was brought in by Frank Goldner, with a 66. The second low net was made by S. Ramsdell with a 70. Mr. Goldner won possession for a year of the Bartley J. Doyle cup and a similar honor went to Mr. Alley for the Howard C. Story cup. The outing was held at the Manufacturers Country Club, Oreland, Pa.

## Real Estate Association Appoints D. Q. Riddle

Don Q. Riddle has been appointed to take charge of a new department which is being organized by the National Association of Real Estate Boards. With headquarters at Chicago, he will direct an advisory service for members throughout the United States and Canada, co-operating with them in their advertising activities and problems. Mr. Riddle has been advertising director of the River Oaks Corporation, Houston, Tex., real estate developing company.

## New Account to O'Keefe

The Signal Engineering and Manufacturing Company, New York, manufacturer of signaling equipment and relays, has appointed the New York office of the P. F. O'Keefe Advertising Agency, Inc., to direct its advertising account.

## L. E. Crosby Joins Botsford-Constantine

L. E. Crosby, formerly with the Campbell-Ewald Company at Seattle, has joined the staff of the Botsford-Constantine Company, Pacific Coast advertising agency.

## New Account to Murray & Coe

The E. D. Jones & Sons Company, Pittsfield, Mass., manufacturer of paper-making machinery, has appointed Murray & Coe, Inc., Boston advertising agency, to direct its advertising account.

## Your Daytime Audience?

HOW many women compose it? Where do they live? What are their ages? What stations and what programs do they hear? How do they like your programs? How do rural and city women differ in listening habits? In daily activities? In reaction to programs? What are the differences between one section of the country and another?

We are undertaking a national survey which will, for the first time, answer these and many other questions. In order to carry out this research on a national scale . . . and to make it strictly unbiased in aim and presentation . . . we have put it on a cooperative basis. Important agencies, advertisers, and broadcasting companies are participating. Detailed information and terms of subscription on request.

## ARNOLD

Research Service

45 West 45th Street, New York

A National Market Research Organization

## If there be such a man . . . we would like to meet him—

A red-blooded account getter who can sell the brain and brawn of a small advertising organization geared to render a service which extends beyond the usual preparation and placing of advertising. The man we would like to meet will be distinctly a high-caliber salesman . . . an outside man who need not worry a mite about plans or ideas—copy or schedules.

He may be 25 or 55 . . . a monumental failure in his past connection because he refuses to be a "yes-man." He may be married or single—a graduate of Yale, Harvard or the University of Hard Knocks. We don't care whether he is a Jew or Gentile—a Christian or an Atheist. Our foremost consideration is that he be a man with guts, who possesses a full measure of square play, and the ability to sell the kind of service which we render.

If you think that you are the man—tell us why. We would like to meet you. Write us in care of "M," Box 204, Printers' Ink.

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## Talk To Farmers If You Have Something To Sell In Nebraska

First, over two-thirds of the state's population is on farms and in villages—926,412 of a total of 1,386,619.

Second, the Nebraska farm homes spend more money than the town homes.

To obtain accurate figures for Sales Managers, we recently began a detailed, state-wide analysis of retail sales to Nebraska farm and town homes. An expert investigator visits each community. He obtains, from all types of dealers, complete and exact sales figures in 2 groupings—to farm homes and to town homes.

To date 67 communities have been studied. Results reveal that 79.79% of total sales are to farmers. Farm sales in each community averaged \$685,126 for the year of 1929. Town sales, \$173,576. These figures prove that the Nebraska farm market is more than 3½ times greater than the town market. In Nebraska, a town of 840 people is expected to do a retail business of a million dollars annually. Of this, \$800,000 represents the purchases of farmers. Complete details furnished on request.

## Talk Through The Nebraska Farmer If You Have Something To Sell In Nebraska

THE NEBRASKA FARMER, Nebraska's only farm paper, published since 1859, will carry your advertising message into over 125,000 of these prosperous farm homes (600,000 farm folks). Your ads will be READ! No agricultural publication can show a closer personal relationship between publisher and reader than this paper. Notice—over 70,000 letters were received last year from subscribers. The paper is edited strictly for farmers. The publishers are farm owners. Contributing editors own and operate Nebraska farms, and write from practical, every day, farm experience. Here is an outstanding publication . . . reaching first farm homes . . . who SPEND MONEY!

Now is the time to intensify your sales efforts in Nebraska through its farm trade newspaper. Get in touch with our representatives, or write to

# THE NEBRASKA FARMER

## LINCOLN, NEBRASKA

Represented by

Standard Farm Papers  
Daily News Building, Chicago

Wallace C. Richardson, Inc.  
250 Park Avenue, New York

E. S. Townsend, Hearst Building, San Francisco

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## FARM PAPER SUMMARY FOR SEPTEMBER

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

#### MONTHLIES

	1929	1930
Lines	Lines	Lines
Country Gentleman ...	56,461	47,130
Capper's Farmer .....	23,188	22,678
Successful Farming ...	23,067	19,007
Breeder's Gazette ....	19,986	17,389
California Citigraph... 22,383		16,990
Farm Journal .....	14,691	12,234
Country Home .....	11,865	11,920
Florida Grower .....	9,137	11,235
Poultry Tribune .....	10,421	11,003
National Live Stock Producer .....	5,879	6,764
Amer. Fruit Grower...	6,060	5,259
Farm Mechanics .....	6,468	4,658
New England Dairyman	6,270	4,503
Better Fruit .....	4,828	4,141
The Bureau Farmer ..	5,061	4,136
American Farming ...	3,630	3,303
The Florida Farmer ..	3,726	2,308
Farmers' Home Journal	1,502	1,652

Totals .....234,623 206,310  
‡Smaller Page Size.

#### SEMI-MONTHLIES

	1929	1930
Lines	Lines	Lines
†Progressive Farmer & Southern Ruralist ..*	22,130	27,765
Dakota Farmer .....	31,621	26,622
Hoard's Dairyman ....	25,223	25,177
Okla. Farmer-St'kman..	23,671	23,958
Missouri Ruralist .....	30,196	22,289
Southern Agriculturist.	17,523	16,962
Utah Farmer .....	15,203	16,867
Western Farm Life....	14,622	15,323
Montana Farmer .....	20,721	14,707
Southern Planter .....	17,370	14,335
The Arizona Producer..	8,273	10,987
The Illinois Farmer ..	17,280	10,858
Arkansas Farmer .....	3,874	5,338
Missouri Farmer .....	5,612	4,782
Southern Cultivator ...		3,818

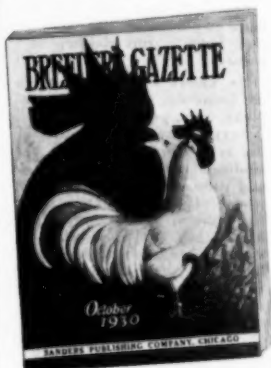
Totals .....253,319 239,788

†Southern Ruralist combined with  
Progressive Farmer.

\*Four Issues.

‡Larger Page Size.

## A Standard Farm Paper Poultry Is An Income Factor On Livestock Farms



### Livestock and poultry a real source for cash

Livestock owners add to their farm income by raising good poultry. It is not a side line, but a major source of cash on most farms.

Breeder's Gazette readers are awake to all possibilities for increasing profits. That is why they have money with which to buy your products. You start with the best prospects when you advertise in Breeder's Gazette.

## BREEDER'S GAZETTE

Purebred Record Building  
Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS  
DAILY NEWS BUILDING  
CHICAGO

WALLACE C. RICHARDSON, INC.  
250 Park Ave., New York City

## Can You Capitalize Eight Years of Experience with General Motors?

For eight years this man has been employed by General Motors, both in this country and abroad.

He knows advertising in all its branches; market research, plans, copy, production. He understands the employment of the vehicles of advertising; periodical, outdoor, direct mail, and stunt. He comprehends the power of publicity, appreciates the value of a house organ. He knows how to work with an agency, and without one. He has been outstandingly successful in the selection and training of personnel.

He is accustomed to working under unusual conditions, where he is forced to stand or fall under the weight of his own decisions. He knows how to make the most of limited facilities and has demonstrated the ability to invent the means to an end if the accustomed tools are not at hand.

In short, he is a thoroughly competent advertising manager, one who can do things and get them done.

His age is 31, young enough to possess initiative and enthusiasm, old enough to have gained a solid foundation and appreciate its benefits. He possesses a university education, is married, and has two children.

He is interested in securing an advertising manager's job where demonstrated ability would mean a permanent, advancing connection. He would also fit into the proper agency niche. Location is no consideration.

His salary requirements are moderate, but are based upon the ability and experience offered.

Address "N," Box 206  
Printers' Ink

### WEEKLIES (Four Issues)

	1929 Lines	1930 Lines
Wallaces' Farmer & Iowa Homestead ....	36,689	43,502
The Farmer-Farm, Stock & Home .....	49,860	38,397
Prairie Farmer .....	41,052	34,808
Nebraska Farmer ....	45,325	34,334
Ohio Farmer .....	34,592	32,809
Farm & Ranch .....	31,163	32,086
Wisconsin Agriculturist & Farmer .....	42,499	31,119
Pacific Rural Press...	29,805	30,594
Kansas Farmer, Mail & Breeze .....	37,783	29,862
California Cultivator ..	29,083	29,774
Washington Farmer ..	23,209	26,695
Michigan Farmer ....	34,106	26,694
Pennsylvania Farmer ..	28,437	26,079
Oregon Farmer .....	22,438	25,977
The Farmer's Guide....	31,901	22,911
Idaho Farmer .....	23,483	22,051
Rural New Yorker ..	22,508	21,624
American Agriculturist	20,904	21,037
New Eng. Homestead ..	27,157	19,969
Dairymen's League News .....	5,858	6,064
Totals .....	617,852	556,386

### FARM NEWSPAPERS (Four Issues)

	1929 Lines	1930 Lines
Kansas City Weekly Star .....	24,359	25,815
Dallas Semi-Weekly Farm News .....	6,492	5,961
Totals .....	30,851	31,776
Grand Totals .....	1,136,645	1,034,260

(Figures compiled by Advertising  
Record Company)

### Rolling Door Account to Hill Agency

The Columbus Rolling Door Corporation, Columbus, Ohio, manufacturer of Columbus Rol-Up Over doors for garages, and metal doors for industrial use, has appointed The Albert P. Hill Company, Inc., Pittsburgh advertising agency, to direct its advertising account.

### Death of W. J. Hennessey

William J. Hennessey, of the display advertising staff of the New Britain, Conn., *Herald*, died recently. He was thirty-three years old.

1930  
Lines

43,502

38,397  
34,808  
34,334  
32,809  
32,086

31,119  
30,594

29,862  
29,774

26,695  
26,694

26,079  
25,977

22,911  
22,051

1,624  
1,037

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930  
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5,815

5,961

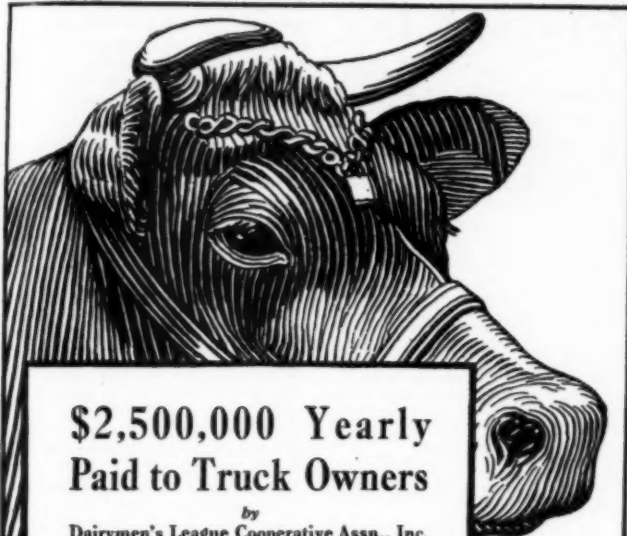
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## \$2,500,000 Yearly Paid to Truck Owners

by  
**Dairymen's League Cooperative Assn., Inc.**

The monthly checks to owners of the milk trucks which gather the milk for marketing through Dairymen's League plants total about \$2,500,000 every year. Much of this money is again spent for gasoline, tires and replacement of trucks.

This is one reason why two of the largest manufacturers of light trucks have placed advertising contracts with the Dairymen's League News for nine and ten pages respectively.

The Association also mails checks to members for milk received, totaling well over \$6,000,000 monthly. Much of this money is spent for products advertised in the Dairymen's League News. Through no other single medium can you secure intensive coverage of the dairy farms in the New York City Milk Shed. Place this farmer-owned dairy paper on your next schedule and check results.

*Write for  
Sample Copy  
and Rate  
Card*

### DAIRYMEN'S *League* NEWS

"The Dairy Paper of The New York City Milk Shed"

**NEW YORK**  
11 West 42nd Street  
R. L. Culver, Bus. Mgr.  
Phone Pennsylvania 4700

**CHICAGO**  
10 S. La Salle Street  
John D. Ross  
Phone State 3652



This Map Shows  
"The New York  
City Milk Shed"

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. Mogenssen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols, Frederic Read, Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, OCTOBER 16, 1930

## Why Watch Competition?

One of the more popular indoor-outdoor sports of the day, just as prevalent as backgammon and a lot more enduring, is that business variation of pussy-wants-a-corner that bears the name, "Watch our competitors." It is an easy game to play because there are so many competitors. It isn't a wholesome game, however, because it leads to sleepless nights and foolish decisions.

This game causes otherwise sane business men to engage in ruinous price competition. It causes them to inaugurate foolish concessions to wholesaler, dealer and consumer. It makes them break long-established traditions in order to sell a dozen more cases in Peoria when really they ought to be selling a hundred more cases in Trenton. It leads the manufacturer in San Francisco to try to compete with

the manufacturer in New York in territory which is economically that of the manufacturer in St. Louis. It brings about wage-cuts, lay-offs, enforced vacations, and if carried to excess, closed factory doors.

There are two men who can run your business—yourself or your competitor. So long as you keep your eye on the main goal it is your business. Once your eyes focus only on your competitor it is his business. Right now too many competitors are running other men's businesses.

Suppose a competitor is cutting prices. An analysis of costs will determine whether or not he can afford it. If he can't afford it, his price cuts are a sign of his weakness, a sign that he's letting someone else run his business. They are an equally sure sign that he is on the skids. Every company must have sound policies, determined by years of economy and experience. Barring the introduction of revolutionary inventions or methods of marketing, any deviation from these policies usually means competitor-fright.

If it were possible to acquire monopolies there would be more excuse for the game of watch our competitors. Since, however, monopolies are difficult to achieve in this country of ours no firm can get all the business there is to get. A thorough realization and appreciation of this fact should have a wholesome effect on some of those manufacturers who for the moment are losing a lot of sleep over the next move they should make to forestall competition.

## Profits Today or Promises for Tomorrow?

It isn't necessary to use the hackneyed case of the "lilliputting" golf courses to prove that there is business to be had now.

PRINTERS' INK in the last few months has carried the news of many profitable merchandising campaigns undertaken by business men more interested in present possibilities than in the promises of next year.

New products are being offered;

new ideas in merchandising are being sold to retailers; management with imagination, go, and steam is proving again that always in the midst of business hesitancy some concerns are always building the next prosperity.

Nothing in the whole business situation is more ridiculous or more dangerous than the predictions made by various individuals as to the day and date when "business" will pick up.

Labor Day, the turn of the year, next spring, a year hence, all have been offered as *der Tag* for a miraculous change in car loading figures, pig iron production, or whatever index the individual prognosticator prefers. One industrial leader pointed out recently that one of his friends, head of a great business, had in a speech deferred a big business revival until next April.

"It must be," said his critic, "that he wants the business all to himself, because his third quarter reports will show a big increase in net profits over the same period for last year."

The speech-maker, a man who introduced a new product and made profits for his stockholders in an off year, became one of the platitude spouters when he was called on for remarks about "general business conditions."

A few less speeches about general conditions, a little more attention to the job in hand, will accomplish the same ends that have always before marked a return to better conditions. There is never a day or an hour when, miraculously, the whole aspect of all business changes for the better. It is high time everyone threw that false premise overboard.

What always does happen, and what is happening now, is that a few industries that cut down on overhead and waste, watch consumer needs most closely, push forward aggressive sales and advertising programs, are emerging from the depths long before their fellows who make speeches and wait around patiently and pessimistically for something to happen which will have the effect of reassuring and revitalizing them.

## **\$2 Wheat Is Really \$2 Wheat**

A Middle Western advertiser who seems constitutionally unable to look upon the bright side of the farm market situation—a side which it undeniably has—got a great deal of mournful satisfaction last week calling our attention to the consistent decline in wheat prices on the Chicago Board of Trade.

Soviet Russia, he said, was selling short on an unthinkable enormous scale; and he felt that wheat, of which there is an admittedly serious surplus, would go down to 50 cents a bushel before the tumult and the shoutings subsided. The farmer, it seemed, was in for a long and hard winter. What use, therefore, in trying to sell him anything?

If an advertiser actually insists upon being pessimistic he can find sufficient material in the foregoing. But if he would rather take the other and more constructive side, the material will be even more plentiful.

We are indebted to the Corn Belt Farm Dailies of Chicago for a report of an observer who has just completed a tour through an Indiana farming district. He encountered one farmer there who says he is getting \$2 per bushel for his wheat; he is getting this price by feeding the wheat to his hogs. He has a surplus of 2,000 bushels. If he sold it at present prices he would receive for it some \$1,600. Feeding it, it will yield him \$4,000.

And this is only a typical case. The hogs in the Mississippi Valley are certainly living high this year; they are getting better feed than their ancestors ever enjoyed. On account of the surplus, they are being fed wheat; and wheat, from the standpoint of a hog, is a No. 1 eating. He does not realize that, eating wheat, he will be turned all the more quickly into choice hams and other pork products; but what is his bad luck, as the result of his present fun, is the farmer's good fortune.

Two-dollar wheat is two-dollar wheat, whether it be sold in its original form or as material for

Swift, Armour, *et al* to use in fabricating hams, sausages, bacon and pork chops. When a farmer gets two dollars for a bushel of wheat sold in this way he is going to be able to buy just as much merchandise with the proceeds as he would with a similar sum got by hauling the grain itself to his nearest shipping point and having it scooped up into somebody's elevator.

There is plenty of brightness in the farm market outlook for the merchandiser who really wants to find it. Much, obviously, depends upon the point of view.

### **Consolidated Banking and the Automobile**

Consolidated banking, discussed in the PRINTERS' INK Publications as a new force to be reckoned with in marketing, now comes prominently to the attention of the automotive industry.

What is to be the effect upon the automotive dealer? The question is presented by *Automobile Topics*. Will the dealer benefit, or will he suffer? The answer will depend upon the policies and methods of consolidated-banking management.

In some instances, says this discussion, dealers will benefit as their communities will benefit from sounder and safer financing. But "there are good and bad consolidations, and it is useless to deny that there have been consolidations detrimental to the home business of the localities in which their branches were situated. These branches have acted as parasites on the locality. Instead of acting purely in the role of a banking institution—a credit source for legitimate and well considered local enterprises—they have been used by the management to dry up the savings of the locality and use them in distributing securities." The automotive paper continues:

"It is said to be the purpose of some of these banks,' according to H. Parker Willis, writing in the *Journal of Commerce*, 'to parallel their branches, if they should be permitted to establish them, by similar branches of affiliated security companies, so that the two

institutions would work hand in hand in a given community for the purpose of drawing in savings and distributing bonds and stocks."

Thus the view of an automotive paper. And what is the conclusion? Whether or not the deep purpose suggested by Mr. Willis actually exists, doesn't it seem fair to assume that the broader competition—the competition that not merely has ranged all manufacturers against each other but has drawn the banks into the battle—is becoming sharper and sharper? However the banks may organize and ally themselves, whether they advance into the fray on a solid front or as aggressive units, they already are in the war.

If bank consolidation is to injure the automotive dealer, not by cramping his finance, but by introducing a new form of competition for his sales force, then here is a situation to be met with expedients with which the industry already is familiar. They are the expedients of intelligent marketing, of building and maintaining dealer relationships that will be truly helpful to the dealer. And finally, it often has been said that the banking fraternity as a whole—there are, of course, many outstanding exceptions—has yet to learn the potency of advertising. On that point then the automotive industry's course ought to be clear.

### **Technical Advertisers Resume Meetings**

The Technical Publicity Association of New York held its first dinner meeting of the 1930-31 season last week with Arthur H. Loucks, of Loucks and Norling, industrial motion picture producers, as its guest speaker.

### **Cincinnati Agency Changes Name**

The S. C. Baer Company, Cincinnati advertising agency, has been incorporated as The Baer & Bigler Company. The incorporators are S. C. Baer and Oscar Bigler.

### **Appoints Geo. B. David Company**

The Parkersburg, W. Va., *Daily News* has appointed the Geo. B. David Company, publishers' representative, as its national advertising representative. This appointment is effective January 1.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## National Bureau Re-Elects A. C. Fuller

A. C. Fuller, president of the Fuller Brush Company, Hartford, Conn., was re-elected president of the National Better Business Bureau, Inc., by the board of directors at its annual meeting.

C. W. Banta, vice-president of the Bank of America, New York, was re-elected secretary and treasurer, and H. C. Osborn, president of the American Multigraph Company, Cleveland, was elected vice-president to succeed William A. Hart, director of advertising of E. I. duPont de Nemours & Company, Inc., Wilmington, Del.

In addition to the officers, members of the board of directors include R. P. Clayberger, Calkins & Holden, Inc., New York; William R. Ewald, Campbell-Ewald Company, Detroit; John F. Gilchrist, vice-president, Commonwealth Edison Company, Chicago; Louis E. Kirstein, vice-president, Wm. Filene's Sons Company, Boston; E. I. Lambert, vice-president and general counsel, R. C. A. Victor Company, New York; John Richardson, Ropes, Gray, Boyden and Perkins, Boston; H. G. Weaver, General Motors Corporation, New York; C. C. Younggreen, president, Dunham, Younggreen, Lesan Company, Chicago, and Mr. Hart.

In his summary report, Edward L. Greene, general manager, stated: "Consumer confidence in business is a national business resource. Any advertiser who exploits this confidence through deception is violating a property right of all business. It is the common interest of all business to resist and condemn unfair consumer exploitation. The National Better Business Bureau is aiding industrial groups to act in their own behalf to eliminate unfair practices through a system of self regulation."

Mr. Greene also reported that activities in public health have grown to occupy a major proportion of its operating program, and, also that practice codes have been created by the cigar, tire and electric cleaner manufacturers in the last year with the co-operation of the Bureau.

## Charles H. Tuttle Addresses New York Club

"Advertising is always the advance agent of prosperity," Charles H. Tuttle, Republican nominee for Governor of New York, told members of the Advertising Club of New York last week.

"The greatest accomplishment in modern advertising," he pointed out, "is its high standard of ethics. The function of advertising is so essential to our economic life and it touches so closely the homes and happiness of the people that its guardians regard it as a sacred trust to be protected from fraud and exploitation."

"The fight to fix and maintain this important principle has been a long and hard one; but common honesty in advertising has now come to be regarded as

a habit and not a luxury by both the advertiser and his public. Were it otherwise advertising would be an enemy rather than a friend of prosperity."

Speaking of the relation of business and advertising to government, Mr. Tuttle had this to say: "Business—and no branch thereof more certainly than advertising—can aid government in protecting the standard of living and in making effectual the economic truth that the highest practical wage is the road to increased buying power and therefore to prosperity. The mental attitude and the courage of business can help the upward movement in our economic processes. No group in the business world can do more to this end than the advertising group which has the power to combat pessimism, encourage the consumption of goods and stimulate enterprise."

Governor Franklin D. Roosevelt, nominee for re-election by the Democratic party, will address the club on October 28.

\* \* \*

## Yale Students to Debate at New England Convention

The value of advertising to the business world and the consumer will be a topic of debate by two Yale students at the annual convention of the New England District of the Advertising Federation of America, to be held at New Haven, Conn., October 19, 20 and 21.

Among those who will speak at the convention are the following: Fitzhugh Minnegerode, New York Times; Louis D. Gibbs, Edison Electric Illuminating Company, Boston; Rulison G. Parker, W. T. Grant Company; Allyn B. McIntire, Pepperell Mfg. Company; Lucy Parker, Fashion Co-ordinating Bureau; W. T. Chevalier, Engineering News Record; Gilbert T. Hodges, president of the Advertising Federation of America; Jessie Butcher, Columbia Broadcasting Company; John H. Heiney, Nation's Business; and

P. F. O'Keefe, P. F. O'Keefe Advertising Company; Professor Neil H. Borden, Harvard University; Margaret T. Deasy, Providence; Miss Jeanette Carroll, third vice-president of the Advertising Federation; Paul T. Cherington, of the J. Walter Thompson Company; Kenneth Collins, R. H. Macy & Company, and Norman S. Sweetland, The Christian Science Monitor.

\* \* \*

## New York Younger Advertising Men Sponsor Course

The Association of Advertising Men of New York, as part of its educational program, will give a series of lectures on merchandising, beginning October 21, and continuing for seven consecutive Tuesday evenings, at its club rooms in the Grand Central Palace. These lectures will be given by Arthur Freeman. The course is open to non-members as well as members.

# A New Owner...

## *and I'll Retire*

FOR the past 15 years my business, which is now offered for sale, has paid me handsome dividends. Now I've reached the stage where I'm financially able to retire to indulge in the things that were passed up in attending this thriving business.

Practically starting from scratch I've built in these fifteen years the largest Mail Order business of its kind. The merchandise consists entirely of Food Products of such high quality that they have won their way into thousands of this country's best kitchens. Sales for this year *exceed* that of any previous year in the history of the business, and show excellent promise of multiplying many times under the right kind of direction.

The selling price of this prospering Mail Order business is fixed at \$300,000. That it is worth every bit of it can be established and substantiated by the records of the business, which will be opened to investigation at the proper time.

An opportunity such as this rarely happens along. To the person or persons aiming to get into a business of his or their own, with capital and ability to carry on and to develop the market to its full possibilities, this unusually attractive proposition should appeal and is worth investigating.

For further particulars address your inquiry to / / /

**"Z," BOX 66, PRINTERS' INK**

with the assurance that it will be treated confidentially

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# The Little Schoolmaster's Classroom

A CHICAGO member of the Class expresses himself to the Schoolmaster as looking forward to the day when advertising men (also, presumably, advertising women, although he does not mention them) shall be regarded as belonging to a profession. He hopes to see the time when a person engaged in advertising shall be obliged to undergo a preliminary course of professional training, probably under requirements laid down by the State, before they can "practice."

Far be it from the Schoolmaster to attempt to throw cold water upon even visionary attempts looking toward improving the efficiency and standing of advertising workers. Even so, he fails to get excited over the prospects of advertising being regarded as a profession or otherwise. He cannot see what difference it makes whether advertising be regarded as a profession, a trade or as an occupation. The only term he does object to is that used by some advertising people themselves who call their work a "game." Maybe it is a game for some, but not for those who have an adequate sense of their responsibilities and of the great importance of the work they are doing.

Leave out the word "game," therefore, and all other terms that may have uncomplimentary or erroneous connotations, and the Schoolmaster concedes to every advertiser and every advertising worker the privilege of calling that sort of work by any name that looks good to him.

When discussions of this kind come up it is well to remember a remark made thirty years or so ago by P. D. Armour, founder of the great packing business that still bears his name. Somebody asked Mr. Armour what he called himself.

"Why, I am a butcher, of course," was his prompt reply.

And butcher he was, even though he did his pig sticking by proxy

and hired certain husky gentlemen to tap steers on the head with a sledge hammer in preparation for the slaughter.

Butchers of the type of Mr. Armour and of his present-day successors such as F. Edson White, Thomas E. Wilson, the Cudahys and the Swifts are useful members of society and of the business community. They could be called manufacturers, packers, merchandisers, captains of industry, and a lot of other high-sounding things, but butchers they are and butchers they will remain.

\* \* \*

The strange efforts of some advertising workers to be regarded as members of a profession remind the Schoolmaster of recent requests made of the Census Bureau by the Master Barbers of America to be listed in forthcoming census publications under the classification "professional service" instead of "domestic and personal service." In support of their application the barbers set forth a decision by the Kansas Supreme Court that reads as follows:

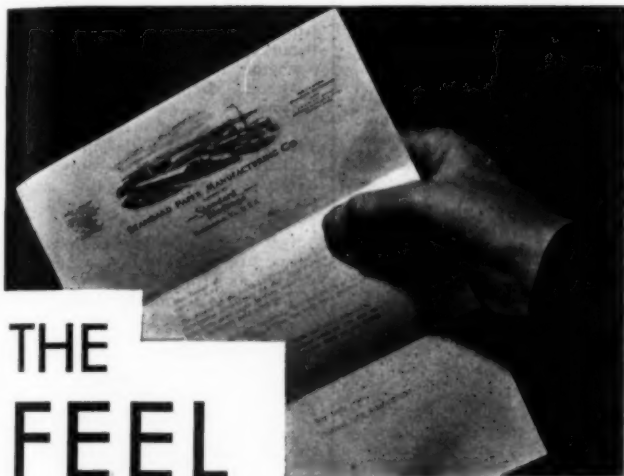
"Like the surgeon and dentist, when the barber moves he attracts to himself those having confidence in his ability, and the greater his professional skill, the more difficult it is to alienate from him those to whom his services have given satisfaction."

And then, further to emphasize their claim to be listed as belonging to a profession, the barbers declare they have to study bacteriology, anatomy of the upper body, risticology of hair and skin and scientific manipulation of the muscles of the head and face.

But the census officials fail to see the point. They will continue listing the barbers under the "domestic and personal service" classification—the same category, by the way, that takes in millionaire hotel keepers, hairdressers, manicurists, charwomen and bootblacks.

\* \* \*

The rich hotel owners do not



# THE FEEL

that only BOND paper has

Pick up a letterhead on bond paper. It has a feel—a look that other papers lack. It says distinctly—"I am a letter—a personal communication and entitled to be treated as such."

Pick up any letter typed upon coated stock and immediately you get the impression "Circular", for coated papers have so long been used for impersonal communications.

Now pick up a letterhead on Two-Text Illustrated Letter Paper. You say, "Why, this is a bond paper!" It IS! A very fine grade of bond.

Turn the sheet over and you will say, "Why, this is an excellent sheet of coated paper,

with a soft glareless coating!" It IS! TWO-TEXT provides a bond surface for the letter side—a coated surface for the illustrated side.

These four-page illustrated letters printed on TWO-TEXT enable you, at a postage expense of two cents, to send letter, pictures and printed description all together for immediate action or ready reference.

There is only one TWO-TEXT, the original paper developed for this specific purpose. Sample sheets and printed samples are contained in "The Handbook of Illustrated Letters" which we will gladly send upon request. Standard Paper Manufacturing Company, Richmond, Virginia.

## TWO-TEXT ILLUSTRATED LETTER PAPER

BOND, for the LETTER SIDE — COATED, for the ILLUSTRATED SIDE

## Thru Business Acquaintance

and personal friendship I have a good number of intimate contacts with the larger advertisers and agents.

**I** HAVE been in publishing for over 15 years. During this time my work has been sales and executive. A number of publications have greatly increased their revenue under my management. Also 2 years in printing.

**MAY** I discuss with you the possibility of changing from my present position.

ADDRESS "A," BOX 67  
PRINTERS' INK

## Experienced Advertising Executive Wanted

Excellent opportunity for an experienced advertising man to connect with a well-known publication of national circulation having distinctive coverage and a successful career of nearly half a century.

Man must have knowledge of and experience with publicity accounts, and ability to direct from the home office and assist in making contacts with agencies and advertisers.

Give full particulars in first letter, including past experience, ability, age, approximate salary requirements, availability, etc. Replies held strictly confidential.

Address "H," Box 192, care Printers' Ink.

object to the classification. "Domestic and personal service" is the means by which they made their money and they do not care whether they are called professors, laborers or any other honorable name.

But the people in other subdivisions of the classification do object. The Census Bureau has turned down an application similar to that of the barbers, made by the manicurists and hairdressers; they, too, resent the implications that they are servants and want to be listed as a profession.

There is obviously plenty of the inferiority complex here; and it is not unfair to suggest that something of the same feeling, though probably subconscious, actuates some of the advertising people who want to be classed with doctors, lawyers and teachers.

The majority of advertising people are too busy at their job to give even a thought to whether they are regarded as business or professional men. If the minority would do likewise, this would be a better world and the selling process accomplished with more efficiency and less waste.

\* \* \*

"What is one man's loss is another man's gain"—so goes the proverb, which, by the way, is more true today than ever. A recent occurrence testifies quite conclusively to the veracity of this proverb.

The agency that handled the car driven by a friend of the Schoolmaster went out of business. The man lives in a town of about 70,000 people and as yet no other group has taken over the agency for this car. As an aftermath, he recently received a letter from another agency in his town, which handles the Buick car. The letter read:

We offer you the same courteous and efficient service on your car that we offer to our owners, until such time as another dealer is appointed in this vicinity.

As you reside in this locality, we are extending this invitation to you as a neighborly suggestion, and trust you will visit our service station.

To the Schoolmaster's mind this is an able piece of merchandising. One who overlooks the possibilities

12  
Years



Buick Service has been advertised  
by DuraSheen Porcelain Enamel  
Signs for over twelve years.

**O**RDERS and reorders are solid evidence of satisfaction! Year after year, the leading sign users of American Industry put their stamp of approval on DuraSheen Porcelain Enamel Signs—the finest type of colored outdoor advertising displays. They'll do a good job for your business, too!

*The*  
**DuraSheen**  
Porcelain Enamel Signs  
**Lifetime Signs**

**BALTIMORE**  
**E N A M E L**  
*and* **NOVELTY COMPANY**

**Makers of "DuraSheen" Lifetime Signs**

P.O. BOX E-4, BALTIMORE, MD.-200 FIFTH AVE. N.Y.

## An Idea Man

—the former editor of several prominent national magazines—seeks a desirable publishing connection as a consulting editor. He knows everything related to editing, from art values and the intricacies of effective page presentation, to that intangible desideratum called Reader Interest. Editors, poor fellows, sometimes go stale. Routine has a way of knocking the spontaneous principle of their creative ingenuity into the well-known Cocked Hat. When this happens it may mean that there is need for the addition of some Ethyl to the editorial gas, in the form of new ideas, a fresher sense of showmanship, and a clearer vision for the publication's natural course. That would be this man's contribution. May we suggest that you show him your problem, ask him what he has to offer, and then judge for yourself if he has anything you need. He is 35, married, a Gentle, and a terrific worker. Confidential correspondence is invited. Address "Y," Box 64, Printers' Ink.

## PERSONAL CONTACT

Our service men are favorably known by local dealers  
They arrange for your tested window by personal call

Write

**Neighborhood Stores  
Display Service, Inc.**

509 S. Franklin St. Chicago, Ill.

### The Newest Fad

ADVERTISING AND COMMEMORATIVE

POSTER

**STAMPS**

Handsome modern artistic designs in color.  
Portfolio of 200 different stamps.

Price \$4.00 Postpaid

A. BROUN, Publisher, 251 W. 96th St., N.Y.

of business today is apt to be overlooking the possibilities of business every day. This dealer was the first to capitalize a bona fide opportunity to do business with a goodly number of people who had been left high and dry by the failure of the first company.

\* \* \*

Great Britain is out after market expansion and its manufacturers are keen for information on how to do things along lines that Americans have found so successful in building consumer good-will. There was a time, and not very long ago, when the British manufacturer looked with disdain on the efforts made by American manufacturers to go out of their way to cater to the idiosyncrasies of consumers in foreign markets.

"If the American manufacturer," representatives of these consumers would be told, "wants to make your products to suit you, he can do it." Today, however, these representatives are asked by British manufacturers, "What should we do now?" They are waking up. They are making their products to cater to individual territories. This awakening should serve as a spur to American manufacturers who will find, as the movement gathers momentum, that their selling arguments are met point by point by British competitors.

This entrance of foreign markets into Class discussion comes as a result of a talk which the Schoolmaster had this week with Frank Goldberg, governing director of the Goldberg Advertising Agency, Ltd., of Sydney, Australia, and Wellington, New Zealand. Here is a member of the Class who, when he goes on a long business trip, is gone for eleven months. He takes these trips about every third year, always including a visit to the Schoolmaster in his itinerary.

British firms, he stated as a result of his observations during a stay in London, are now sending their directors and executive officers to Australia and New Zealand to discover what they are up against, instead of sending, as of old, the bosses' sons or college-trained office boys.

Mr. Goldberg tells of an experi-

# Publisher Available

An experienced publisher is available for owner of publishing property who wants more profits.

Or to share the burden with a present publisher, as general manager.

Expert in advertising, editorial and circulation.

Of unquestioned character, personality and industry.

Inviting confidential correspondence, please address "V,"  
Box 62, Printers' Ink.

## To Advertising Free Lance Man...

with accounts that can be handled by a small progressive agency, we offer:

- (1) A pleasant business home
- (2) Thorough clerical service
- (3) Experienced help in servicing accounts.

(In addition, we will finance your acceptable accounts.)

Write in positive confidence to "R," Box 209, Printers' Ink.

## ADVERTISING SALESMAN WANTED

Advertising Salesman with successful experience in selling space in New York on a motion picture paper is needed immediately by a well-known and high-class magazine in this field.

In first letter give full particulars as to past experience, ability, age, availability, approximate salary requirements, etc. All replies held in strict confidence.

Address

"X," Box 63, c/o Printers' Ink

## Sales Representatives

We are manufacturers of high grade window transparencies and industrial transfer labels, and desire additional representatives throughout the country. Many exclusive features will make this a wonderful opportunity for the right men or organizations to add a most profitable line exclusively in their own territory.

Write us giving full details and references.

**THE DI-NOC MFG. COMPANY**  
875 E. 140th St., Cleveland, Ohio

ence of his own that is indicative of the aroused interest of British manufacturers in cultivating foreign trade. He sent 500 letters to managing directors, export managers and advertising managers announcing his visit to London. He got 310 interviews, which in his experience indicates a more intense interest in matters concerning foreign markets.

On former visits to London, Mr. Goldberg, in common with the experiences of American business men, seldom could arrange appointments until 10:30 or 11 in the morning. London executives would smile tolerantly at references to the earlier commencement of the business day in the United States. On this recent trip, however, he found London executives down to their offices at 9:30. Where, in the past they would leave their offices at 4 in the afternoon, they are now found staying on the job till 5:30 and 6.

These changing office hours bear out Mr. Goldberg's view that things are not what they used to be.

\* \* \*

The Schoolmaster imagines he should step down from the platform for a moment and address the Class from the floor—for the matter under immediate discussion concerns a PRINTERS' INK advertiser. London *Punch* began advertising in these pages in May, 1915. Since that time the advertising has appeared every other week, in season and out of season, with no break in its schedule. *Punch*—a foreign publication—has set an example for belief in advertising that is equaled by only fifteen PRINTERS' INK advertisers in this country whose records since 1915 show unbroken regularity.

In the stress of war such as this country never knew, *Punch's* advertising failed not. Throughout a period of post-war depression such as we have not experienced, the advertising did not falter.

TORONTO  
HAMILTON  
HALIFAX  
MONTREAL  
LONDON, Eng.

**"GIBBONS KNOWS CANADA"**  
**J. J. GIBBONS Limited**  
CANADIAN ADVERTISING AGENTS

WINNIPEG  
REGINA  
CALGARY  
EDMONTON  
VICTORIA  
VANCOUVER

Perhaps it is a fortunate coincidence—perhaps it is a result, in part, of this advertising continuity—but in either event the fact remains that in this Year of Grace, advertising in *Punch* in the first nine months showed an increase of 106 pages over last.

The Schoolmaster will now take time out to re-ascend the rostrum.

\* \* \*

Whenever an authority on exporting rises to give advice to those manufacturers who are casting their eyes overseas for the first time, it is almost certain that he will give a list of don'ts, one of the first of which is likely to go like this: "Be very careful of the colors you use in foreign markets. It is easy to offend the religious or racial feelings of foreign customers by using the wrong colors in advertising or on labels."

Now comes C. L. Vanderburg, foreign sales manager of the Imperial Candy Company, Seattle, Wash., who is quoted in the *Confectioners Journal* as saying that "the reputed 'sacredness' of certain colors to native populations is not to be taken too seriously." Color taboos, he says, have never presented any particular obstacles in the packing of candy for export.

### Restaurant Association Plans Co-operative Campaign

The National Restaurant Association at its convention held in Cleveland proposed an advertising campaign to cover a period of four years at a cost estimated to be between \$2,000,000 and \$3,000,000. This amount, it is planned, will be used in newspaper, magazine and outdoor advertising in an effort to educate the American public to patronize restaurants more often in preference to eating at home.

Definite plans will be submitted to the December meeting of the association's board of directors by the following committee: Sam Pfeiffer, Buffalo; Walter F. Harris, Montreal, and A. H. Buck, Chicago.

## Proprietary Copy & Plan Man

One of the most successful writers, national, international accounts, available free-lance assignments; fee or retainer basis. Address "T," Box 60, Printers' Ink.

## POSITION WANTED Production Typography

Seasoned production manager seeks a new connection. Knows the ropes and speaks the language. An accomplished typographic designer, with real ideas on modern and traditional layout. Thirty-four; gentile; married.

"W" BOX 53, PRINTERS' INK

## Glance at your Watch!

Does it keep correct time?

We specialize in accurate watch repairing. Every watch renewed with infinite care at moderate cost.

Send for mailing carton to insure prompt return

Andrews Watch Repair Service  
Room 1101 New Keith Theatre Building  
525 Walnut St., Cincinnati, O.

## Newspaper Representative

Successful salesman, 39, 14 years' publishing experience—4 years magazines and trade papers and 10 years representing newspapers handling national accounts. Splendid record of achievement. Wide acquaintanceship with N. Y. City advertising agencies. Available immediately. Address "O," Box 207, P. I.

## Publishers Attention

Publishers' Representative, 20 years' experience, with offices New York and Boston, now representing leading metropolitan daily will take Eastern representation of out-of-town daily at very attractive price.

Address "Publishers' Representative," Box 65, Printers' Ink, New York

## Business Executive

seeks connection where he can profit through good work. Capable organizer with sound judgment backed by record of accomplishment in sales, advertising and business administration over period of 15 years. University graduate. Now employed.

Address "Q," Box 208, Printers' Ink

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**ARTIST**—Free lance lettering and layout man to take space in advertising agency \$25 per month. Burton Nelson Company, 200 West 34th Street, New York City.

**Printing Broker**, requiring good work, can find cheerful office space and satisfactory service at moderate rates, in well-equipped shop. Kellys, Linotypes, etc. Night service if needed. Box 808, P. I.

**We Are Equipped to Represent** one or more trade papers in the Philadelphia territory. Can show results from others. Write Joseph A. McGuckin, Publishers' Representative, 1328 Chestnut St., Philadelphia.

**Agency Owner**—going abroad for a year, seeks responsible firm to handle his industrial accounts on fifty-fifty basis. Box 823, P. I.

**Weekly Newspaper** and printing business in growing Eastern town near large city. Established. Profitable. Owner obliged to sell because of lack of capital. Fine plant, including two linotypes. Splendid opportunity for young Christian advertising man. About \$15,000 cash required, balance very liberal terms. Box 818, Printers' Ink.

**TO CLOSE AN ESTATE: PRINTING MACHINERY** at a fraction of its value, consisting of BABCOCK 2-revolution presses, 33 x 47 and 43 x 56; THOMSON and GORDON Job Presses; 44" OSWEGO Automatic Paper Cutter; 20 x 30 Cutting and Creasing Press. Machines can be seen on premises of THE RATHBUN & BIRD COMPANY, INC., 85 Grand Street, New York.

### FOR SALE

**One- or Two-man Trade Paper.** Ideal merchandising field. Gross 25% above last year to date. Fertile ground for future. About \$20,000. Owner has other interest, to promote. Write Box 806, P. I.

### EMPLOYMENT SERVICES

## Muncy Placement Service

**Specializing in Advertising Personnel**  
Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.

280 Madison Avenue, New York City  
Caledonia 2611

### ● How To Better Yourself ●

**Confidentially consult Walter A. Lowen**, formerly with "O. & H." and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Register free, 9-2 P.M. Vocational Bureau, Inc., 105 W. 40th St., N. Y. C. PENna. 6399.

**General Managers, Sales Managers, District Managers, Advertising Managers, Comptrollers, Treasurers** and other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Avenue, Corner 44th Street. Established in 1919.

### HELP WANTED

**Printing Salesmen Wanted**—Interesting proposition with large color printing house, established twelve years. State age, previous experience, etc. Box 815, Printers' Ink.

**Advertising Salesman** for a class magazine with a monthly circulation of 300,000. Must have good record and background. State age, experience and references. Williams & Williams, Room 603, 254 West 54th Street.

### Advertising Man Wanted

to give spare time to direct and prepare an advertising and direct mail campaign to sell farm and field seeds to Eastern farmers through local dealers. Applicant must have experience along similar lines with same or allied product. Write fully your qualifications, experience, etc. Box 802, Printers' Ink.

### COPY WRITER

Well-known and successful Middle West manufacturer of women's dresses requires a woman to do copy writing. She should have had experience in department store or women's apparel advertising field, and be able to originate style copy with unusual sales appeal. Interview arranged in New York City. Reply, giving particulars of experience. Box 805, P. I.

### Advertising Man for Furniture Store

We want a young man who has several years' experience in retail advertising and at least one year writing and laying out furniture ads—a young man who can put humor, interest, and a human touch in copy. Position is in Baltimore. State salary and send samples, which will be returned. Box 819, Printers' Ink.

**Wanted advertising solicitor for New York territory.** Established publishers' representative would be considered. Monthly industrial magazine in important field not affected by business depression. Straight commission only. Must start immediately. Box 807, Printers' Ink.

#### FULL OR SIDE LINE SALESMEN

One of our clients desires good men to sell the finest, most beautiful, popular priced calendars with practically no competition. Specific appeal. Millions now being sold. This offers you an exceptional opportunity to make worthwhile money. Give full particulars—territory wanted by counties, experience, age, business affiliations, etc. Replies confidential. Present men know about this ad. Philip Morris Advertising Service, Inc. 1351 First National Bank Bldg., Dept. 6 Chicago

### CONTACT MAN

Small agency doing excellent work wants capable, qualified man to help develop the business. Should have resourcefulness, sales ability, merchandising knowledge, agency experience. Mediocre ability won't do here because this man should be big enough to make a big job for himself. No fancy salary to start—but a great opportunity. Give full details, in confidence. Box 816, Printers' Ink.

#### FIELD INVESTIGATORS

We need high-grade men and women to add to our nation-wide force of resident investigators. We want workers in rural sections and particularly in towns of under 100,000 population. We require people with experience in interviewing and writing, with a good approach and with a knowledge of psychology, research methods, and marketing practice. Work is done on a part-time basis, and payment will be by the day or hour. This work offers the best of training, with chances of promotion to our regular marketing staff. We should like a letter outlining your experience, your present activities, and your qualifications for this kind of work. PERCIVAL WHITE

25 WEST 45TH STREET, NEW YORK CITY

#### POSITIONS WANTED

**BUYER**—Young man, 28 years old. Printing stationery office equipment. Position in New York City. 3 years' experience, knowledge of house organs. Christian. Box 804, Printers' Ink.

**ADVERTISING SOLICITOR** for past twelve years connected with metropolitan dailies is desirous of making a connection where his past experience will be useful. At present connected with newspaper. Box 824, Printers' Ink.

### SALESMAN

Successful selling business promotion plans, display and advertising service contracts, seeks live merchandising or service idea to sell on Western coast. Address Salesman, Olympic Hotel, San Francisco.

**Competent Young Lady** with excellent memory, thoroughly familiar with all phases of production work, desires position as assistant to Advertising Production Manager. Salary \$50. Box 812, P. I.

**Advertising Manager**—Copy, layout, merchandising, ideas. Booklets, catalogues, circulars, etc. Take charge department. Sales correspondent. Experienced. New York, Philadelphia, Baltimore. Box 811, P. I.

**ART DIRECTOR'S ASSISTANT**—\$80 Specializing in booklet ideas—dummies—layouts. Knows engraving—art—printing and magazine make-up. Eight years' experience. Box 820, Printers' Ink.

**A PHOTO-ENGRAVER AND A NEWSPAPER PHOTOGRAPHER** desire to make contact with a progressive newspaper, contemplating an engraving plant. 126 Anderson St., N. S., Pittsburgh, Pa.

#### ARTIST—DESIGNER

of labels—boxes—displays—letterheads—posters—booklets—catalogs—anything.

DONALD G. MACNITT STUDIO  
The Maples, Terrace Rd., Wellsville, N. Y.

#### SALES PROMOTION

writer; long newspaper experience; editor for 2 big corporations; now writes for 12 trade journals; college man, 35; full or part time. Box 822, P. I.

**DIRECT MAIL — AGENCY — NEWSPAPER** 9 years' all-around experience for this single man in layout, copy, production, promotion, direct-mail, house organ. Man-sized job wanted. Box 817, P. I.

**ARTIST—A-1 Photo Retoucher,** Free Lance, desires work in New York City. Address Box 810, care of Printers' Ink.

**ART DIRECTOR,** wide experience, prefers work in medium-sized agency. Can make comprehensives and finishes. New York only. Box 821, P. I.

**Publisher's Executive,** business field, editor-manager, versatile, seasoned; specialist in long distance planning, research, sales promotion. American, Canadian, British experience. Modest requirements. Box 814, Printers' Ink.

**STUDENT WILL PAY PRICE** of experience, agency or department store, retail, canvassing experience, aggressive, cultured, knowledge advertising procedure, typist, capable handling detail. Age 23; references. Box 809, Printers' Ink.

**AUDITOR—OFFICE MANAGER—AVAILABLE** Man with ten years' executive experience systematizing, financial reports, tax reports, periodical publishing accounting. Hard worker—can assume full charge. Available October 25th. Box 803, P. I.

### SALESMANAGER

For last eight years directing sales of nationally known lubricating oil company. Has mechanical engineering degree. Age 37, married. Will go any place. Box 813, Printers' Ink.

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# 1930

## *Quotes* 1917

*(Quoted from the first piece of advertising ever issued by this agency:)*

**"Mostly, the successful business is the one that was far-sighted enough to keep thinking about the future when competitors were busy glooming or gloating about the present."**

When competition is preoccupied, the more resourceful — courageous — dynamic business forges decisively ahead. Especially in co-operation with an advertising agency similarly qualified, present conditions offer such enterprises an Opportunity.



### **Carroll Dean Murphy, Inc.**

*Advertising*

New York

CHICAGO

Louisville

A general advertising agency in which seasoned owner-principals render a thoroughly professional service in market counsel and advertising.



## Food Advertisers!

Ask for a copy  
of the new, enlarged

### FRIDAY FOOD SECTION

of the Chicago Tribune—  
and for complete informa-  
tion about advertising food  
products to the largest,  
most responsive audience  
of home-minded, home-in-  
terested women in Chicago  
—readers of the Chicago  
Tribune!

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER.

Total Average Circulation,  
September, 1930: 838,411 Daily; 1,049,744 Sunday

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